

AUG 13 1934

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXVI

AUGUST 11, 1934

NO. 6

On September 11th Houghton Mifflin Company will present to the public one of the most distinguished first novels that they have published for many years, backed by a preliminary advertising appropriation of \$2500 and the endorsement of every man and woman who has read an advance copy.

NO MAN IS SINGLE

By STUART HAWKINS

No wife really knows her husband; no father his son; no woman her lover. But if all three could pool their knowledge of a man his full figure would emerge. This is the point of departure for "No Man is Single," the story of an American artist told by the three people who knew him best.

Here It Is!

THE BOOK THAT
THE PUBLIC AND
THE TRADE
HAVE
WANTED
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YEARS!

**A Complete Encyclopedia
of Medical Knowledge
for Home and Family Use**

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The complete, up-to-date home handbook of health. Edited by VICTOR ROBINSON, M.D., Professor of History of Medicine, Temple University; Editor-in-chief Medical Review of Reviews.

The Modern Home Physician

770 Pages, 192 Photographs,
Over 700 Line Drawings.
(Artercraft Binding, thumb
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*A Few of the
Subjects Covered:*

Anemia
Bandaging
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Bleeding
Brain
Diseases of
Breast
Bronchitis
Cancer
Chest Troubles
Child-Birth
Constipation
Convulsions
Coughs and
Colds
Deafness

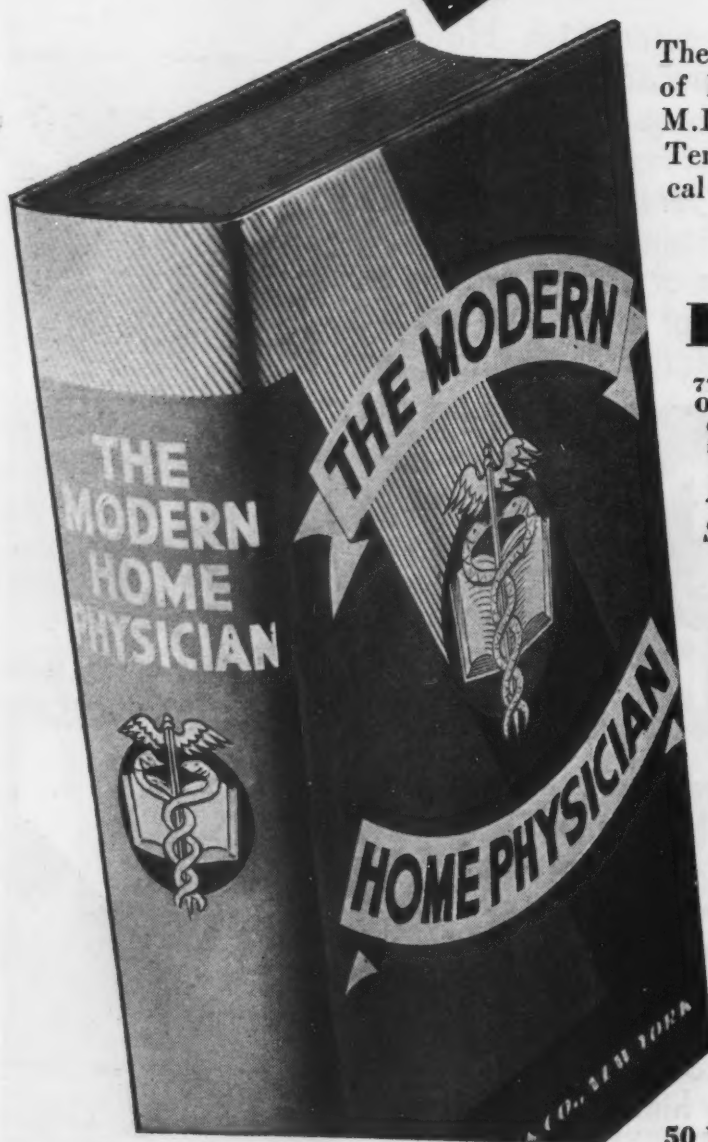
Diarrhoea
Diets
Diphtheria
Drugs
Ear Trouble
Eyes
Fever
First Aid
Fractures
Gall Bladder
Headache
Heart
Insomnia
Kidney
Liver

Malaria
Neuralgia
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Tuberculosis
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Varicose
Veins

and Thousands More

The attractively low price will make this book a "natural" for big sales. Display it—we're backing it up with national advertising.

WM. H. WISE & CO., Publishers
50 West 47th Street New York



THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

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New Low-Priced Editions for the Big ELBERT HUBBARD Market

THE PHILOSOPHY OF ELBERT HUBBARD
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His writings on art, poetry, finance, history, etc. Includes world famous "Message to Garcia." *Each:* Linen, \$1.25; Limp Leather, \$1.90; Morocco, \$3.90.

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1934 EDITION

Selected and Annotated by Edwin Markham
The most complete collection of American Poetry ever assembled in ONE volume. 348 Poets. 748 Poems. 928 Pages. 10,000 copies sold thru booksellers in 60 days. Cloth, \$1.50; Artcraft, \$2.00; Limp Leather, \$3.00.

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Selected and annotated by Edwin Markham. C. 600-1830. 1,000 Pages. 250 Poets. 658 Poems. Ready Aug. 15. Cloth, \$1.50; Artcraft, \$2.00; Limp Leather, \$3.00.

THE BOOK of MODERN ENGLISH POETRY
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All the essays, poems and writings formerly published in 12 volumes, now in one. Clear, readable type. A wonderful edition for everyone who desires a fine library edition of Emerson. Thumb index. Ready Sept. 15. Cloth, \$3.50.

Classic Myth and Legend

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For centuries the world has been fascinated by the adventures of Ulysses, Cupid, Perseus, Hercules, and all the other great names in mythology. Now they are presented in modern narrative style in one beautiful book. 48 illustrations. Cloth, \$2.50; Artcraft, \$3.00.

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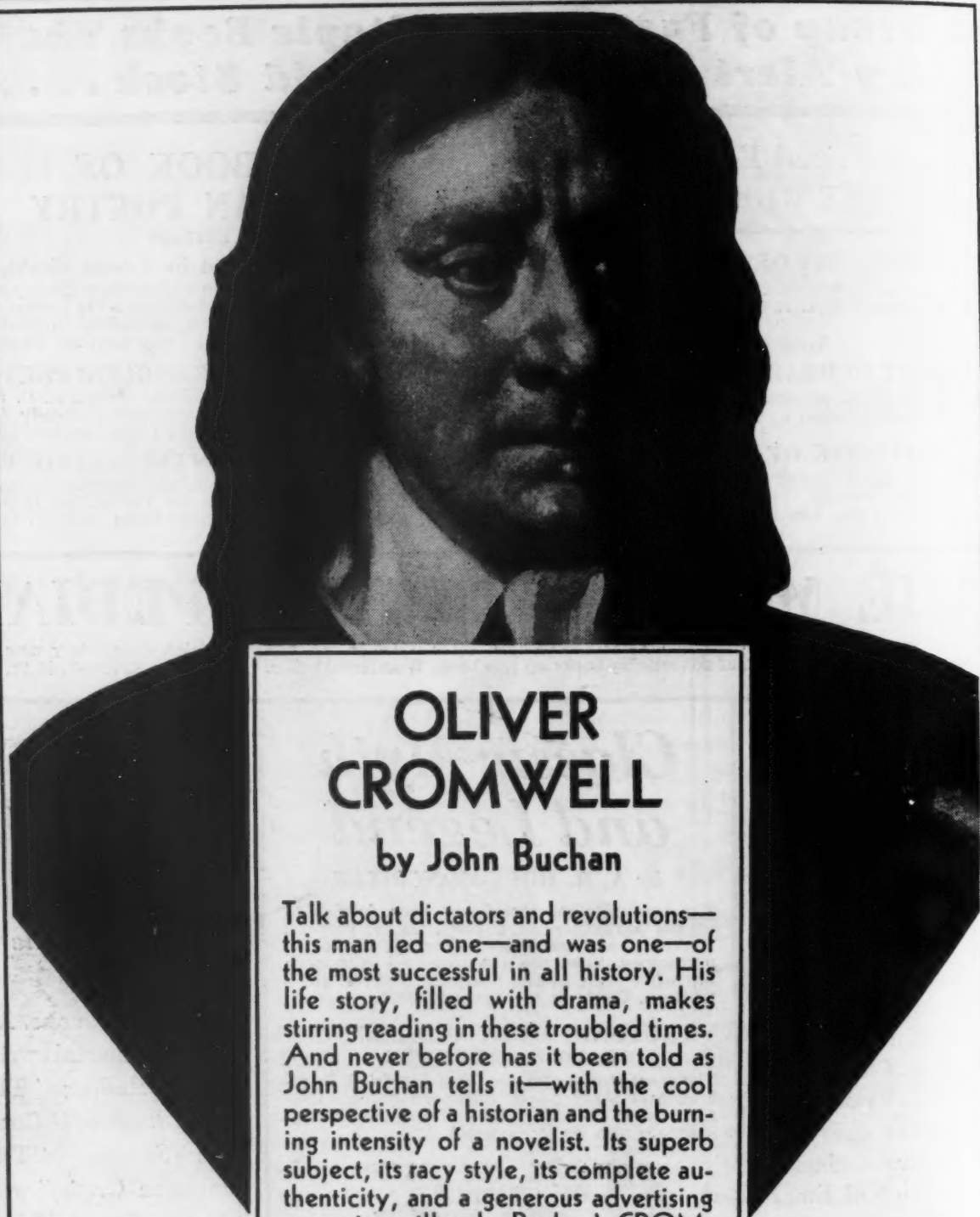
Six volumes in one. All of his immortal writings, including "The Age of Reason," "Common Sense," "The American Crisis," and "The Rights of Man." Ready Sept. 15. Cloth, \$2.50.

THE BIBLE IN PICTURES

by Gustave Doré

An epochal publication—long out of print—now in a popular priced edition. 448 pages. 218 pictures, accompanied by explanatory text. Will sell fast to Bible students, art students, and the general public. Ready Sept. 15. Cloth, \$2.50; Artcraft, \$3.50.

WM. H. WISE & CO., Publishers, 50 West 47th Street, NEW YORK



OLIVER CROMWELL

by John Buchan

Talk about dictators and revolutions—this man led one—and was one—of the most successful in all history. His life story, filled with drama, makes stirring reading in these troubled times. And never before has it been told as John Buchan tells it—with the cool perspective of a historian and the burning intensity of a novelist. Its superb subject, its racy style, its complete authenticity, and a generous advertising campaign will make Buchan's CROMWELL one of the outstanding biographies of the year.

Illustrated, \$4.50 September 11

HOUGHTON MIFFLIN CO.

Recommend to your musically-minded customers Sachererell Sitwell's LISZT, the story of the most dynamic and picturesque of all composers; a man who lived a life of adventure free from all moral conventions and ended as an Abbé.

Lavishly illustrated, \$4.00.

September 18.

42 YEARS IN THE WHITE HOUSE by Ike Hoover

Initial advertising appropriation \$5,000. September 18th, \$3.50.

Can this fail to be the most talked of non-fiction book of the Fall — and the easiest to sell? Houghton Mifflin Company



In his day the White House boasted one bath-room and six domestics. . . . It was just like one big family.



He kept his coat pocket filled with fine cut chewing tobacco . . . and often worked all night.



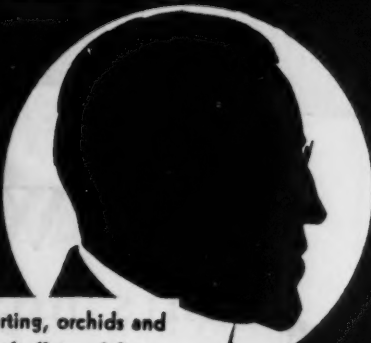
He entered the White House as if he were true master of the situation. . . . But he was a martyr to his wife.



In his worst temper he was calm compared to Coolidge. . . . His children took their pony for rides in the elevator.



He said he was tired of being kicked around. . . . The White House tub wasn't big enough for him.



When he was courting, orchids and golf came ahead of affairs of State. . . .



He could rave about the least of things, but he was soon over it. . . . General Sawyer delivered twenty-four barrels of whiskey. . . .



He traded at Piggly Wiggly's and had his hair cut while at breakfast. . . .



He surrounded himself with "yes men". Of all Presidents, he worked the hardest and was the hardest to work for.



His call on President Hoover was tense . . . His wife ordered hot-dogs for the Inaugural Reception.

A
Literary
Achievement

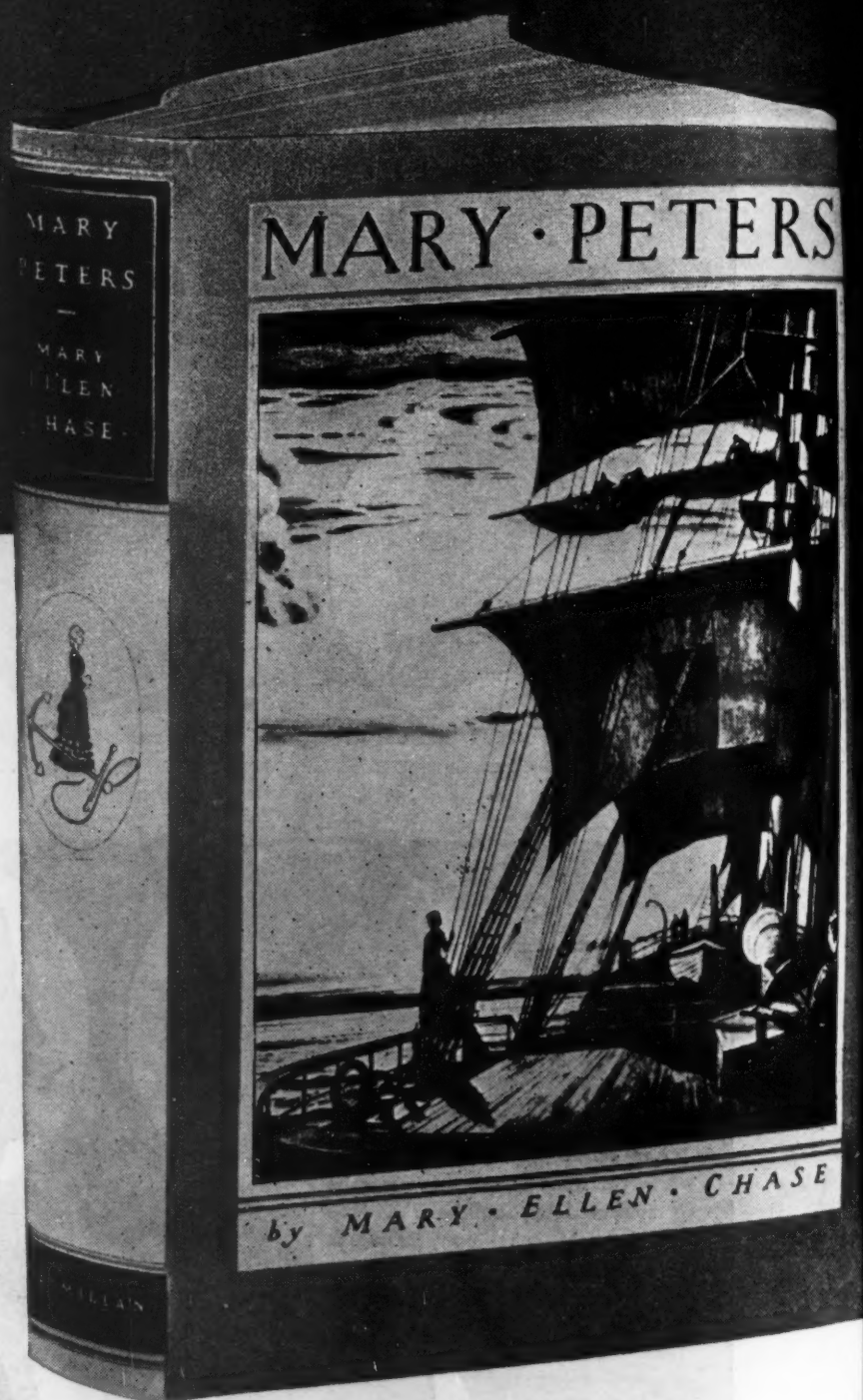
The short excerpts quoted below, from reviews on Mary Ellen Chase's "A GOODLY HERITAGE" apply with even more force to this new novel . . .

"Miss Chase uses the English language with exceptional skill, grace and charm."

—N. Y. Times Book Review

"Here is life, simple as a Maine house and as subtle and complete as a Greek temple. Here is existence with a design as sure as the petals on a trillium."

—N. Y. Herald Tribune 'Books'



We will back this novel with a tremendous advertising and promotion campaign.

Extensive Advertising in all the Leading Mediums will be sustained through the entire fall.

THE MACMILLAN COMPANY

S ... A Superb American Novel
y an author widely acclaimed

MARY PETERS

By MARY ELLEN CHASE

Author of "A Goodly Heritage"

WITH the same literary excellence which brought praise from all parts of the country for *A Goodly Heritage*, Mary Ellen Chase has written a novel, covering sixty years in the lives of a sea-faring family, of the coast. Mary Peters was born on her father's clipper ship, and sailed the seas when she was sixteen. Her story shows the indestructible influence of the sea.

Usual Display Material and Dealers' Aids

PICTURE BOOKS ... A reproduction of the novel measuring 20 inches by 15 inches.

COLORED REPRODUCTIONS of the beautiful end-papers. 18¾ by 14¾ inches.

HANDSOME POSTERS 14 inches by 11 inches in bright blue, black and white—reproduction of the end-papers.

PICTURE POSTCARDS ... with your illustration—when applied for.

Watch coming issues of the Publishers' Weekly for the letters from booksellers about this novel.

•
TO BE PUBLISHED
SEPTEMBER 25

•
PRICE \$2.50

FIFTH AVENUE, NEW YORK

Thank you,
MR. BOOKSELLER,
FOR PREFERRING THE
WORLD-TELEGRAM

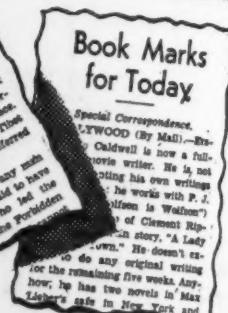
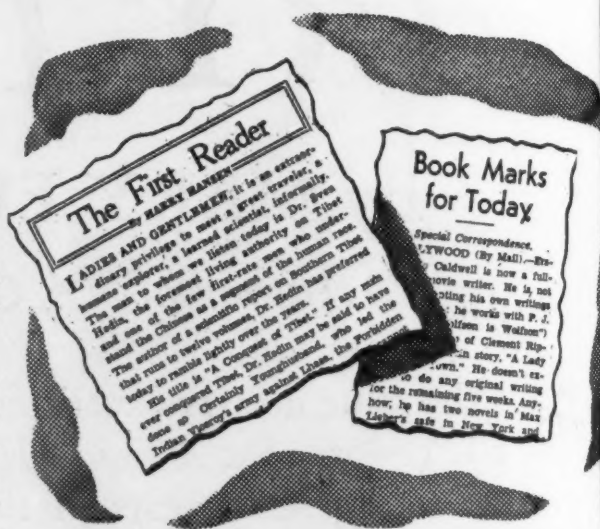
WE LIKE it too. And so do the large majority of your confreres, who told us that they preferred the World-Telegram for book news among all New York daily newspapers.*

We're proud and happy about that. It means more cooperation up and down the line between booksellers, the World-Telegram and New York book-buyers. It means that book-advertisers gain your eye through the World-Telegram quickly and easily.

We're glad you like the World-Telegram's pointed, revealing comments on the flow of current books, as done by Harry Hansen, America's most-quoted book reviewer. And the long column of chatty, informative book news—from all sectors of the trade.

Book advertisers prefer the World-Telegram in the evening, too. We carried 93% more book advertising in the first six months of 1934 than all other New York evening newspapers combined. And

* Complete survey data on request.



that advertising goes home to a family readership, at the time of day when books are read and discussed.

Book advertising in the morning shows that the interest of book-buyers is divided almost equally between morning papers. In the evening, the bulk of book advertising is concentrated in the World-Telegram. Thank you again, Mr. Bookseller. You've helped to make the World-Telegram what this concentration shows it to be—the one-paper avenue to New York book-buyers.



NEW YORK WORLD-TELEGRAM

A Scripps-Howard Newspaper

BY-OF-AND-FOR NEW YORKERS

Member of the United Press—The Associated Press—The Audit Bureau of
Circulations and Media Records, Inc.



The Reviews Confirm Our Judgment!

Specimen of
Newspaper
Advertising
Now
Running

Second Big Printing Before Publication!

SLIM

By WILLIAM
WISTER HAINES

"You'll get a Kiplingesque
thrill out of 'Slim'."—*The New
Yorker.*

"Presents something new in
American fiction and presents
it uncommonly well."—*Phila-
delphia Public Ledger.*

"Consistently moving and ex-
citing. Unusual and distinc-
tive."—*New York Times.*

"Real and alive . . . beautifully
and sanely proportioned."—
Boston Transcript.

"One of the best novels this
reader has run across in many
months."—*Baltimore Sun.*

An Atlantic Novel.

\$2.50



An Atlantic
Novel.
Decorative
drawings by
Robert
Lawson.
\$2.50

In The
Publishers' Weekly
for July 7th, we said:

"We are enthusiastic about SLIM. It will thrill men,
women and youth of both sexes, for it preserves the
spirit of fearless courage which appeals to every
reader. We shall promote it accordingly."

LITTLE, BROWN & COMPANY



MAIDEN

by **KATHLEEN**

K
b

THIS
Tony
society
Bellan
couldn
strike
advertis
will r
Times
N. Y.
BOOK
New
Boston
Angeles
St. Louis
3-color
write—

KATHLEEN NORRIS'

best novel in five years!

THIS PICTURE of Tony Taft, clever young society reporter, and Larry Bellamy, the man she couldn't help loving, will strike the keynote of an advertising campaign that will run in the N. Y. Times Book Review, N. Y. Herald-Tribune BOOKS, daily papers in New York, Chicago, Boston, Philadelphia, Los Angeles, San Francisco, St. Louis. For an attractive 3-color poster display, write—

WE have no hesitation in predicting that MAIDEN VOYAGE—"a SURE best-seller and best-renter" says The Retail Book-seller—will produce sales for you and for us in such quantities as to rival the most successful records of America's best-beloved novelist. It's fresh, modern, sparkling—sheer entertainment in a daring novel of love behind the news. It has romance and drama and a strong, healthy belief in the beauty of life.

DOUBLEDAY, DORAN

(In Canada: Doubleday, Doran and Gundy, Ltd., Toronto)

VOYAGE
NORRIS

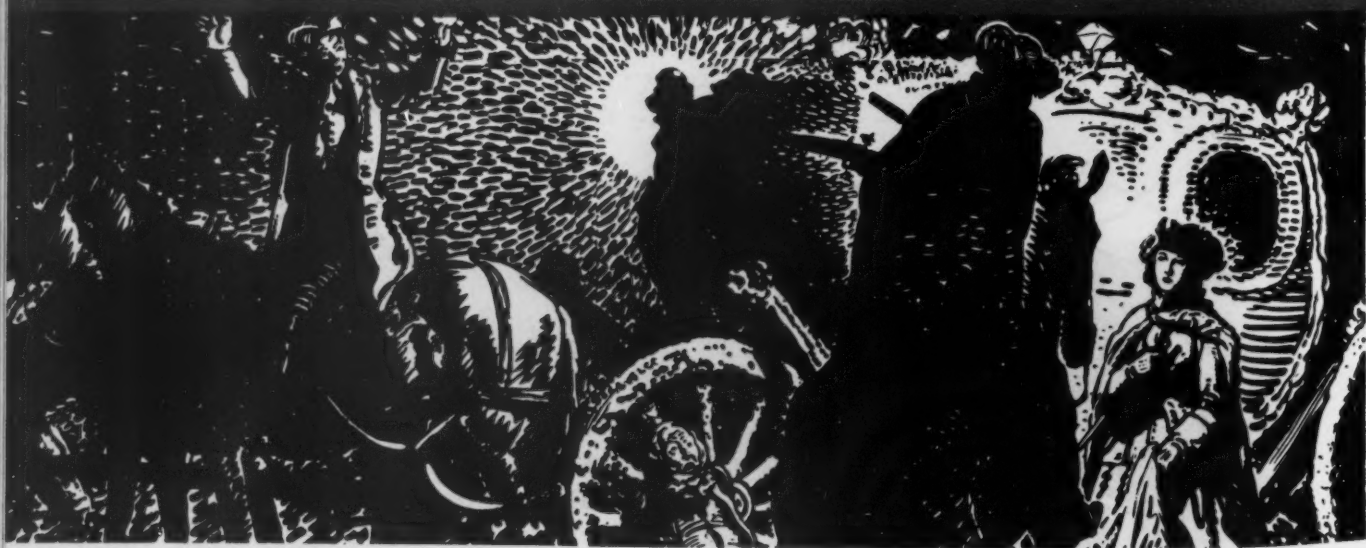
A swell best-selling
package for \$2—Sept. 5

Doubleday, Doran PRESENT

William McFee's MORE HARBOURS OF MEMORY

We published McFee's *"Harbours of Memory"* in 1921, sold 6,500 copies at once, and have reprinted the book six times. It sells today. It is with pleasure that we now offer you **MORE HARBOURS OF MEMORY**—mellow, leisurely reflections on ports and people from

a deep-sea wanderer's past. Tell your customers this: that they can sit down to read this book with the assurance of always finding, in its wealth of 80,000 words, a chapter, an essay, a sketch, to meet the mood of the moment. The book is a gold-mine of delight. Watch your market for First Editions. *Sept. 26—\$2.50*



Beatrice Tunstall's

"The Shiny Night" sold four large editions at \$2.50. In **THE LONG DAY CLOSES** this extraordinary writer tells with the unfeminine violence of Jane

Austen, a lusty story of Dick Turpin, Culloden, the West Midlands, 18th Century. It will be as popular as *"The Shiny Night"*. *Sept. 5—\$2.50.*

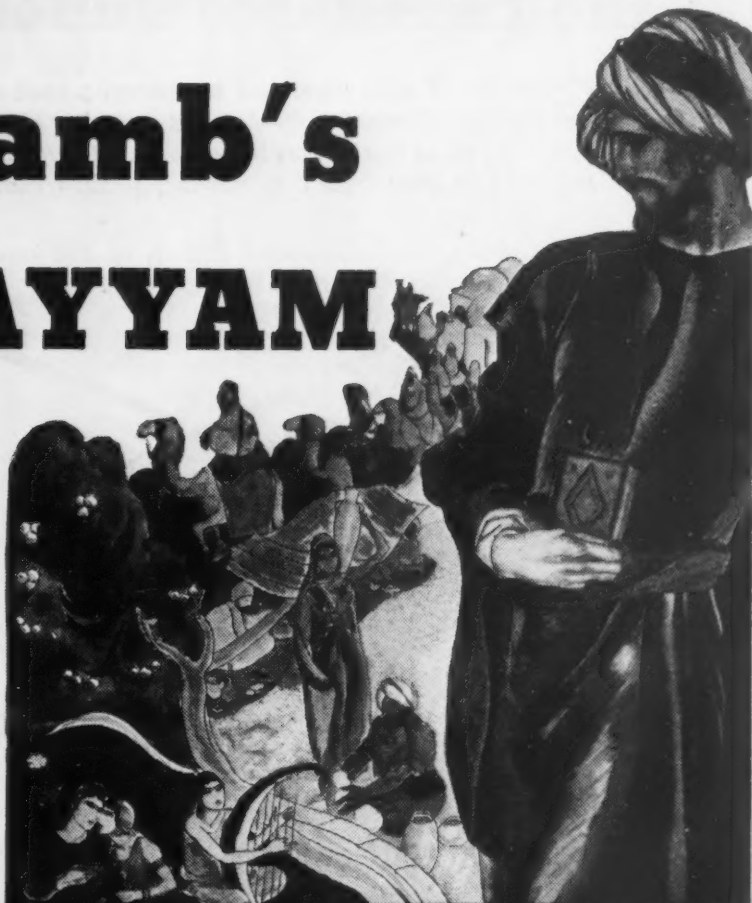
EN WITH PLEASURE...

Harold Lamb's OMAR KHAYYAM

For everyone who is curious about the great Persian poet, here is the story of the least-known author of one of the best-known classics in literature. Written with color, movement, and often violence — by the author of "Ghenghis Khan". A book of universal appeal.

Sept. 26—\$3.00

Oversize volume, 4 - color
process wrapper by Tenggren



Kate O'Brien's THE ANTEROOM

Her first novel, "Without My Cloak", won the Hawthornden Prize. The book was also later awarded the James Tait Black Memorial Prize. Critics agree that she has "the lightning of genius."

Now in her new book, Miss O'Brien again deals with Mellick and its people; but whereas the first novel covered three generations, **THE ANTEROOM** covers only three days — days of crisis in the lives of its characters. **THE ANTEROOM** is vivid and powerful. It has the strength and the sterling quality that will surely make it a best-seller.

Sept. 26—\$2.50

DOUBLEDAY, DORAN

(In Canada: Doubleday, Doran & Gundy, Ltd.)



This is Gudgeon, the Inimitable butler...

GUDGEON only liberated his pent-up soul when he rang the luncheon gong. But one day he stepped into the hall at Rushwater house and uttered an exclamation! It was then that the deplorable incident of the wild strawberries was cleared up.

Gudgeon, the inimitable butler, is but one of the many amusing characters in this novel



"PUT a circle around your audience for *A Gay Family* and *One More Spring* and you'll find in the circle the audience for *Wild Strawberries*. It's not fantasy, nor is it a conventional family story—but it is a thoroughly entertaining tale with winning characters, amusing incidents, subtle humor, and warm tenderness. You'll like the people, you'll love the dialogue, and you'll find the unexpectedness of it thoroughly refreshing"—Virginia Kirkus

Wild STRAWBERRIES

a novel by ANGELA THIRKELL

316 pages, \$2 00. HARRISON SMITH and
ROBERT HAAS, 17 EAST 49th ST., N Y C

Aug. 27

A new book of short stories by the Nobel Prize Winner

IVAN BUNIN GRAMMAR OF LOVE

Coming August 20. \$2

Harrison Smith and Robert Haas

Look into this Smith and Haas ADVERTISING PROGRAM

This advertisement is
scheduled to appear in
the following media:

N. Y. TIMES BOOK
REVIEW
—July 22, August 12

N. Y. HERALD TRIBUNE
"BOOKS"
—August 5, August 26

SATURDAY REVIEW OF
LITERATURE
—July 28 August 18

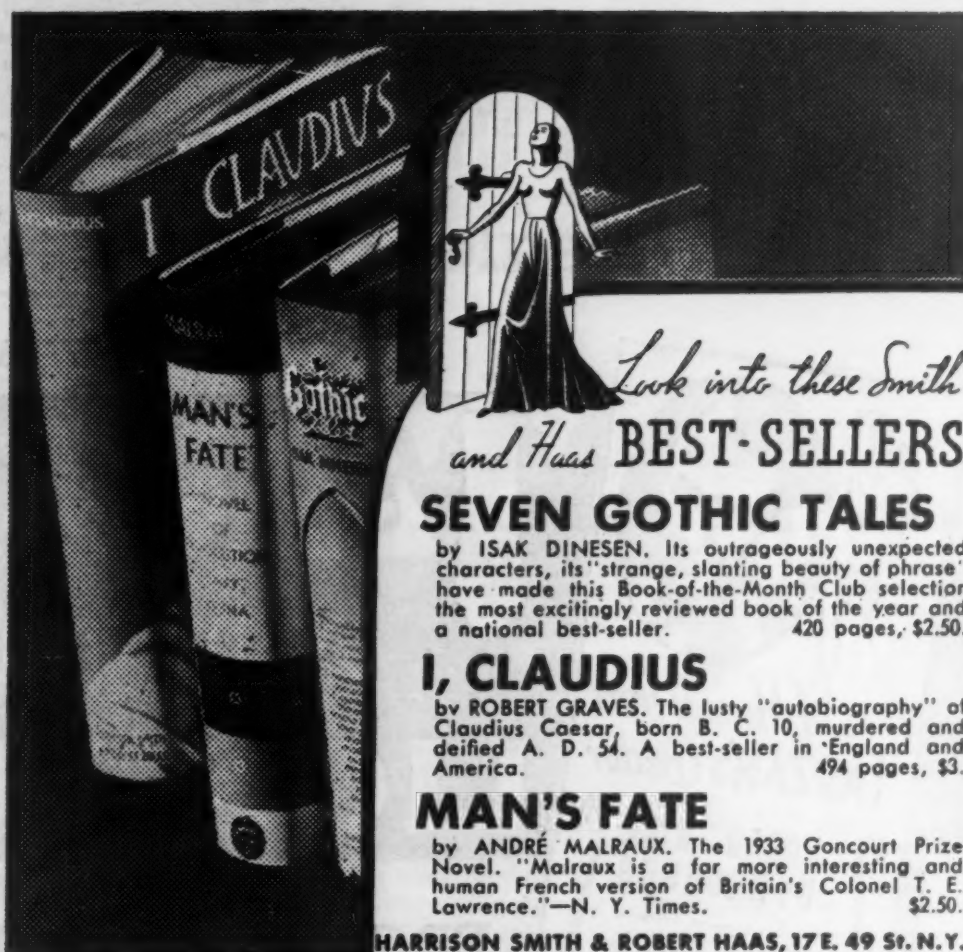
THE AMERICAN
SPECTATOR
—August issue

N. Y. TIMES (daily)
—July 10, August 1
August 15

N. Y. HERALD TRIBUNE
(daily)
—July 18, August 22

N. Y. WORLD TELEGRAM
—August 9

FORUM MAGAZINE
—September issue



Look into these Smith
and Haas **BEST-SELLERS**

SEVEN GOTHIC TALES

by ISAK DINESEN. Its outrageously unexpected characters, its "strange, slanting beauty of phrase" have made this Book-of-the-Month Club selection the most excitingly reviewed book of the year and a national best-seller. 420 pages, \$2.50.

I, CLAUDIUS

by ROBERT GRAVES. The lusty "autobiography" of Claudius Caesar, born B. C. 10, murdered and deified A. D. 54. A best-seller in England and America. 494 pages, \$3.

MAN'S FATE

by ANDRÉ MALRAUX. The 1933 Goncourt Prize Novel. "Malraux is a far more interesting and human French version of Britain's Colonel T. E. Lawrence."—N. Y. Times. \$2.50.

HARRISON SMITH & ROBERT HAAS, 17 E. 49 St. N.Y.

SPECIAL DISCOUNTS: During this advertising campaign we offer booksellers a special discount on blanket orders of 50 copies, assorted, of the above three titles. Check your stock today; wire orders collect, or place them with our representative.

SEVEN GOTHIC TALES ☐

(20th thousand)


I, CLAUDIUS (13th thousand) ☐

MAN'S FATE (5th thousand) ☐

HARRISON SMITH
& ROBERT HAAS
17 East 49th Street
New York. In Canada:
George J. McLeod, Ltd.

Bookstore business on the New \$2 Burroughs books is bigger every season. . . . National advertising is helping to build it. . . . Here are samples of the advertisements to bring you sales on the New novel:

COMING SEPTEMBER 1st



A Message from
TARZAN'S Creator

EDGAR RICE BURROUGHS

To the millions of Tarzan's admirers the world over: You must have wondered what would ever happen if a motion picture Tarzan and the real Tarzan should meet face to face in the jungle where the *Apes Man* is king. What would Tarzan do? In this new novel you find out what did happen. Imagine the real Tarzan with his double life. He has hands rescuing a Hollywood actress from the sordid life of a mad girl from the deadly valley of diamonds. These are only a taste of the things I can do when you read.

TARZAN
and the
LION MAN

\$2.00 at All Bookstores
The NEW Book
by EDGAR RICE BURROUGHS

Samples
of
National
Adver-
tising

TARZAN

AND THE LION MAN

BY

EDGAR RICE BURROUGHS

A new Tarzan plot, just made for the millions who have thrilled at the motion picture *Tarzan and His Mate*. A motion-picture actor who plays Tarzan goes to Africa to film a picture and comes face to face with the *real* Tarzan—adventures ensue that will curl the reader's hair till the smash finish lands him back in Hollywood. *Price \$2.00*

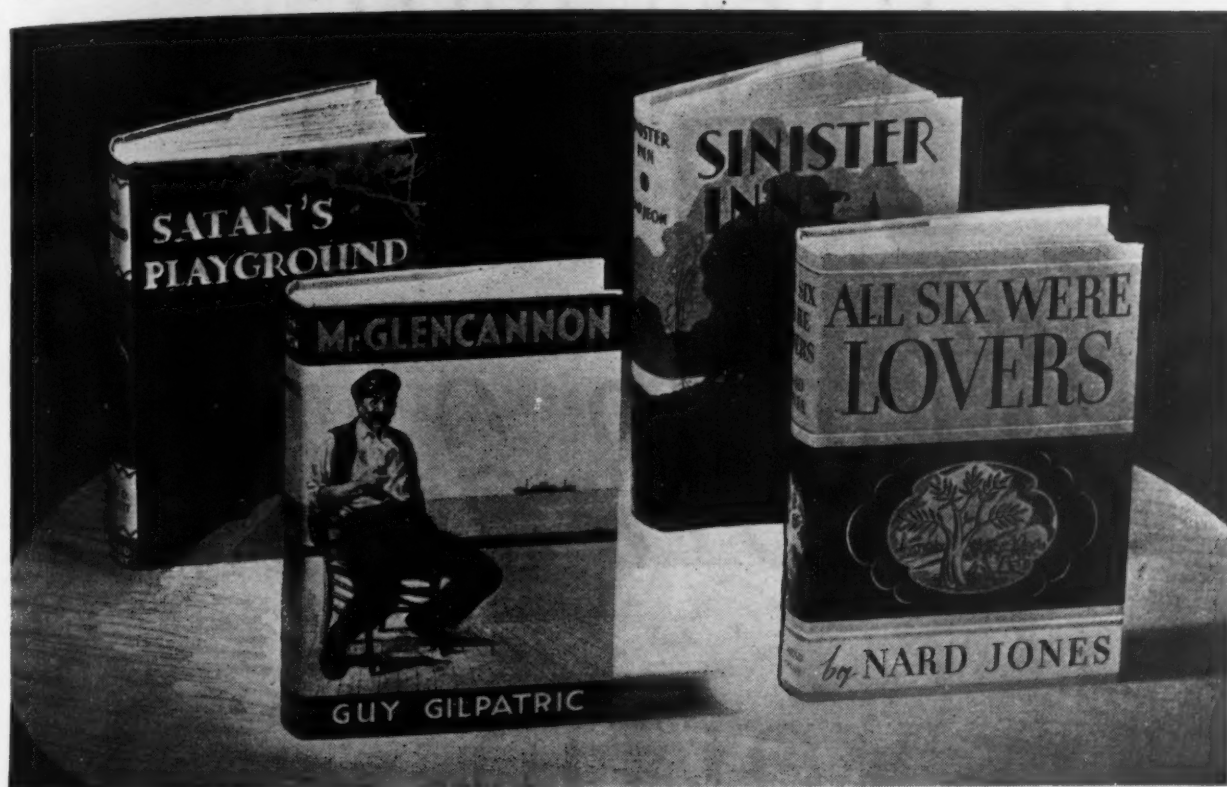
ORDER FROM

Edgar Rice Burroughs, Inc.
Tarzana, California
or 286 Fifth Avenue, New York

In Canada:

George J. McLeod, Ltd.
Toronto, Ont.





New DODD, MEAD Books

COMING AUGUST 22ND

ALL SIX WERE LOVERS

By Nard Jones

The story of six men in a rural town and their relation to a lovely lady who has arranged to have them meet after her death and compare notes. By the author of *Wheat Women*, *Oregon Detour*, etc.

\$2.50

MR. GLENCANNON

By Guy Gilpatric

Here's cheer and lusty entertainment on that disreputable old tramp steamer, the *Inchcliffe Castle*, in company with the incomparable Muster Glencannon. Ten rollicking tales about the most famous engineer in fiction.

\$2.00

SINISTER INN

By J. Jefferson Farjeon

An exciting yarn about two young men and a girl who set out in a small boat on a gusty day to find themselves plunged into an adventure that nearly ends in disaster at a strange and lonely inn.

\$2.00

SATAN'S PLAYGROUND

By Charles D. Woodyatt

An amazing and highly colorful story of the exotic passions of the jungle and of the tangled relationships of white men with blacks and half-breed Creoles.

\$2.00

NEW NON-FICTION TITLES

EXERCISE WITHOUT EXERCISES

By S. Arthur Devan. A sensible book for sensible people that explodes all the popular exercise fetiches of the day and tells how to keep in trim.

\$1.25

ONE-ACT PLAYS FOR WOMEN

Selected by A. P. Sanford. An ideal collection of short plays for all women's organizations, inexpensive to produce.

\$2.50

NEW YORK WALK BOOK

[Sept. 27th]

Whether for an afternoon's tramp or an extended hike within a hundred miles of New York City, this is the most informative and handiest book to use. Many illustrations and maps.

\$2.50

DODD, MEAD & COMPANY

449 Fourth Avenue,
New York City

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83,150 MODERN LIBRARY books a month, on the average, are sold throughout the year...there are good reasons why...first, because the books are the ones people want (not a trashy best-renter in a carload); second, because the list is kept right up-to-the-minute (any that tend to become dreary dust-catchers are dropped, with full return privilege to you); third, because readers like their physical appearance, including their compactness; fourth, because of the price.

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MODERN LIBRARY

THE NEW TITLES

September

THE GREAT GATSBY

By F. Scott Fitzgerald — No. 117

With a new introduction for the Modern Library edition by the author.

The THEORY of the LEISURE CLASS

By Thorstein Veblen — No. 63

The most important analysis written of the social results of the price-profit system. With an introduction by Stuart Chase.

October

PORGY

By DuBose Heyward — No. 148

The Theatre Guild production of "Porgy" this Fall, with George Gershwin music, will center new attention on this book.

November

MARIA CHAPDELAIN

By Louis Hemon — No. 10

January

AN ANTHOLOGY OF LIGHT VERSE

Edited by Louis Kronenberger — No. 48

A marvelously comprehensive selection of over 700 pages.

95¢
each

MODERN LIBRARY BOOKS
are complete
and unabridged.

The New GIANTS

Complete full-sized library editions 8 x 5½

September 25

DON QUIXOTE

By Cervantes — (G 15)

With 16 illustrations by Gustave Doré. A long needed, unabridged edition in one volume.

LOOK HOMEWARD, ANGEL

By Thomas Wolfe — (G 16)

A great modern novel of the South.

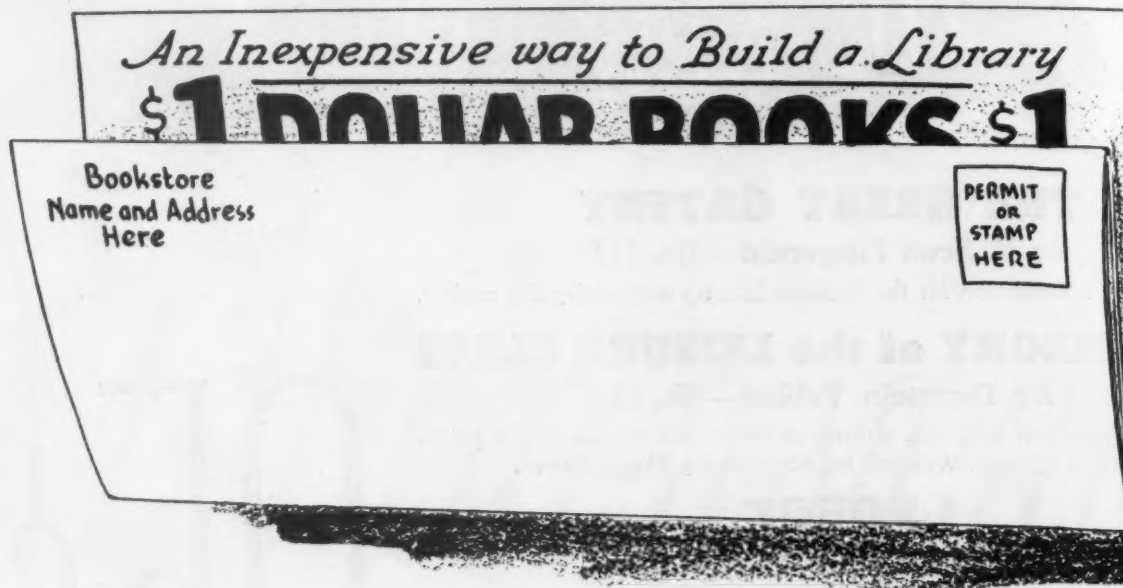
October 25

THE POEMS AND PLAYS OF ROBERT BROWNING — (G 17)

Including all of Browning's lyric and dramatic poetry, "The Ring and the Book", and his famous plays, narrative poems, idyls, and tragedies. Over 1200 pages.

\$1.00
each

MODERN LIBRARY BOOKS ARE EDITED FOR BUSINESS MEN WHO ARE *Not* TIRED



Sell more DOLLAR BOOKS with this eight page circular

We're going to make the "Dollar Book List" for delivery in early September. Upon the suggestion of some booksellers we're planning a sales circular of 8 pages—2 columns to the page—size about 8½ x 11. It folds to fit a #10 envelope (if you want to send it out under envelope) or mails without envelope, if you want that saving, with stamp or permit on its outside fold.

• • • • •

The list will be a classified, orderly, descriptive list of books in the dollar area (adult only)—the only list of this character designed to help folks find the best books in this class. It will make sales! The selection of titles made by our editors will be checked by three or four leading booksellers and will be a thoroughly reliable, satisfactory list.

IMPRINTED QUANTITY RATES

| | | |
|-------|--------|---------|
| 100 | copies | \$ 3.50 |
| 250 | " | 7.00 |
| 500 | " | 12.00 |
| 1000 | " | 15.00 |
| 5000 | " | 60.00 |
| 10000 | " | 100.00 |
| 25000 | " | 200.00 |

READY SEPTEMBER 10th

We will print only to order, and await your instructions as to quantity, "permit" and imprint "copy."

R. R. BOWKER CO., 62 W. 45th St., NEW YORK



ANY advertising agent working for a group of book publishers is bound to stumble on a certain number of best sellers during the course of a year. The point is not how many best sellers can *he* show, but what kind of a batting average, month by month, year by year, do his clients show because of his help?

FARRAR AND RINEHART, SMITH AND HAAS, and RANDOM HOUSE have been showing an unusually high average of best sellers per books published in these "dull times".* Which means, of course, that the respective Editors are mighty good pickers. But picking a good book isn't all there is to publishing. And no one understands that better than these three Editors, each of whom

is effectively using advertising as the sword-arm of his business.

As ADVERTISING agents for these publishers we have constantly tried to 1. Dramatize the appeal of each book, 2. Help it to find its right public, and 3. Extend its market. We are delighted, therefore, that the books we advertise appear so frequently on best seller lists.

FRANKLIN SPIER and AARON SUSSMAN, Inc.

 Advertising

24 WEST 40TH STREET, NEW YORK

*The seven books shown above, published by three clients of ours, are reported best sellers all over the United States by The N. Y. Times of July 30.

*At last! The
Sales Opportunity
you've been asking for—*

**MACMILLAN'S FAMOUS
HAPPY HOUR
BOOKS**

to retail at **25¢**

THE 18 great favorites of all youngsters. Each one contains 48 pages, each printed in four bright colors throughout. 5 $\frac{3}{4}$ inches square. Illustrated by famous artists.

ONLY the fact of an immense printing makes this 25c price possible. When this edition is exhausted, the price undoubtedly will be raised.

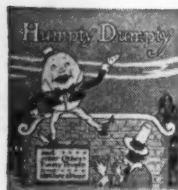
You can sell these by the hundreds and thousands.

Get your order in NOW. Your discount as usual.

TO BE PUBLISHED SEPTEMBER 25

**THE
MACMILLAN
COMPANY**

60 Fifth Ave. New York



THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

AUGUST 11, 1934

The Bookseller's Part

Publishers Have Come to Depend on the Keen Eye of the Bookseller for the Market

KEN McCORMICK

of Doubleday, Doran & Co.

BOOKSELLERS DISCOVER the books that sell. Quite often they are books on which the publisher has banked heavily. As often they are books that never would have stood a chance had not some far-seeing bookseller worked to put them across.

Publishers have come to depend on this keen eye of the bookseller and have dared to publish worthy books which at first glance would not seem good commercial risks. They know that a few booksellers can find the market that exists for just such books.

If authors could know just how great a part the bookshop plays in the life of their works; if critics could appreciate the infinite risk that is the bookseller's . . . then perhaps the final, real judge of books, the bookseller himself, would receive his due reward.

But this article is not intended as a shower of orchids. It is, rather, intended to show how keen has been the business insight, and how persevering has been the sales effort, of booksellers who upon buying books from the salesmen have searched for the quality in each book that would make it sell.

The cases cited in this article are by no means meant to exclude other and perhaps more heroic sales effort on the part of shops unmentioned. The purpose is to give enough instances of brilliant, careful, or plodding sales promotion to show what can be done with a good book whether it "takes" immediately or not.

Back in 1927 John Kidd saw the appeal of Don Marquis' cat and cockroach "Archy and Mehitabel." His was the first great enthu-

siasm for that cockeyed poetry that has sold into many editions and has made a market for another Archy book, "Archy's Life of Mehitabel."

In 1929 Elsie Stokes of Stokes and Stockell read a book by an unknown English author by the name of Grahame Greene. She made a sales record out of this first novel, "The Man Within." Others followed suit.

It is not reserved, of course, for one bookseller to discover a book. When Kenneth Roberts wrote "Arundel" at least two booksellers, J. K. Gill, out in Portland, Oregon (as far from the Arundel country as he could be), and John Kidd of Cincinnati, discovered a book that has sold steadily since. Once more Mr. Kidd realized on his original perspicacity in choosing an author, for his sales and profits on "Rabble in Arms," the new Roberts book, have been good. Mr. Kidd believes in keeping to the fore books that have real appeal to customers no matter how long ago they may have been published. An example is S. J. Woolfe's "Drawn from Life," published two years ago, which he is still selling like a new book.

A more or less rare case is that of the Channel Bookshop which, through its enthusiasm for "They That Take the Sword," was responsible for selling one copy to a customer who later came back and placed an order for 536 copies to be distributed free to members of Congress.

It is particularly interesting to note those booksellers who showed real courage in backing an unknown horse that later took first

money. A particular instance is that of Mabel Jettinghof of the Doubleday, Doran Bookshops, Pennsylvania Terminal, New York City, who was the only buyer in the United States to take one hundred copies of "The Private Life of Helen of Troy" before publication. She has cleaned up on all the Erskine books, not as a result but certainly as a just reward. She also was one of the original enthusiasts for "State Fair."

Imagination Counts

There are many books published which are not directed at a large audience and depend solely on the imagination of the bookseller to get them before those customers in each shop who would conceivably be interested in the book. Dauber and Pine did such a job with "Company K." Marion Dodd of the Hampshire Bookshop sold 150 copies of that remarkable but highly difficult book to merchandise, "The Midst of Life." She also sold 500 copies of "A Goodly Heritage."

There is another way in which the bookseller helps besides setting up a sales record, and that is in his response to free copies. Three booksellers, Helen Hyndman of Ball and Wilde, Rumana McManis of the Hidden Bookshop, and Marjorie Grant of the Palo Alto Bookshop in California, wrote such heartening letters about "Four Frightened People" that the publishers felt their faith in the author confirmed. That is not a minor point. Publishers don't need to be flattered but they do like to hear from the trade; like to feel that editorial pulse that beats as certainly in bookshops as in any editorial office.

In the case of "Anthony Adverse" it isn't fair to mention any one dealer. Every bookseller put that across but there were some who got away very well at the start. One of those was Mr. Kubel of J. W. Robinson's in Los Angeles. Everyone knows about the birthday party for the book, when on publication date each clerk wore a button. Kubel was so sure of the book that after ordering 1000 he re-ordered 300 more before publication date. It was Kubel too who tied up a book about Amelia Earhart with her visit to Los Angeles. On the eve of her arrival he removed the entire pane of glass from the front window, wheeled in a plane and startled the book-buying, as well as otherwise, populace of Los Angeles the next morning.

There is another method of pushing books

and that is the one Marcella Burns Hahner employs. She sponsors Chicago writers; she is the bookseller who has made Chicago conscious of its many distinguished writers, Sandburg, Kanter and the rest. Juliet Lit Stern, of Philadelphia, though not a bookseller as such, did much with her book page in the Philadelphia *Record* to assist the writers of that city.

Stokes and Stockell in Nashville, Tennessee, have been responsible for remarkable early sales for certain books. "A World Can End" was given a terrific send-off in their shop with an initial sale of 102 copies, and a total sale of 150 copies before "A World Begins" was published. The latter book sold 59 copies the first day when Irina Skariatina appeared at the shop and sold a total of 132 copies. Stokes & Stockell alone sold a half of the initial edition of Marquis James, "The Raven." The same shop bought outright 500 copies of "The Story of the Confederacy" and sold more than half of them on the first day. It was these two enterprising ladies who saw the possibilities of the romantic travel books and sold the first Halliburton book to everyone who came near the store. They also ran up the flag for "The Colonel's Daughter" and scooped an early sale on the book.

One of the very good reasons why a bookseller shouldn't keep the light of his enthusiasm under a bushel is that it often comes back to him, if I may mix metaphors. Ben Silbermann waxed so enthusiastic about "The Store" by T. S. Stribling that the publishers increased the advertising budget for that book, which of course meant more sales for everyone. Many publishers have readjusted their advertising budget for certain books after seeing the response from the trade. A case in point at the moment is that of "Striplings" which was to have been given a good send-off, but as a result of the opinions from the trade was launched with everything but champagne and boat whistles.

It isn't often that a bookseller can make money on a book and its by-products, but once in a while he can. Ted McCawley, sailor that he is, couldn't resist "The Sea Witch." He put in an advance order for 40 copies and earned a special display from Farrar and Rinehart consisting of three very large photographic enlargements of old ships. He sold the initial order and 30 additional copies in two months and finally sold the displays! To date he has sold 100 copies.

There is one group of shops which has been responsible for a good percentage of the sale of several books. The Round-Table Group got behind "Flowering Thorn," to take one example, and made a best seller of it in all their twenty-odd shops.

Guy Turner of the Doubleday shops in St. Louis is a persistent touter. When he has faith in a book he spends his money for a telegram to the publisher and his time thinking up ways of promoting its sale. When he read "The Paradine Case" by Robert Hichens he didn't leave the publisher in doubt that he liked it. He sold 275 copies of the book, a sale, incidentally, which he doesn't think extraordinary for a novel a bookseller happens to like, and spread the contagion of his pleasure in it not only to his customers but to other booksellers.

There is, of course, a vast run of books that owe their sale to no particular bookseller. It is not clear, for instance, just who "started" "Magnificent Obsession." Some of the enthusiasm seems to go back to a bishop who reviewed it and to one or two shops, unidentified, who took up its sale. The slow spread of that book over the country is a

testimony to what booksellers may be missing every month in the way of books that are slow to mature in their sales. It has become almost an accepted fact that a book with a big advertising blast will be a comer, and by inference one without that send-off will be a poor loser. Who remembers the announcements for "San Michele"? That book was imported in sheets and slowly intoxicated the booksellers of America by its own worth. There is no norm, no gauge to lay beside the publishers' announcement, but there is one thing that can be measured and from it can be computed the success of almost every book . . . the amount of sincere enthusiasm for each book published.

The object of this article is not to call a roll of honor and distribute medals with appropriate dedications. It is rather to call forth, I hope, a quantity of letters telling how you, your shop, your clerks, or your errand boy, have found the secret to the sale of a particular book and put it across. This must be a cooperative effort. Remember for every idea of your own you will receive many more in return. *Publishers' Weekly* readers want to know how you put a favorite book across.

Promoting Bookshop "Specials"

Good Books at Bargain Prices May Be Used Legitimately as Sales Builders

GOOD MERCHANDISERS have long recognized the value of whetting the buying public's appetite by advertising and promoting "specials" of one sort or another, goods with a broad appeal which can be easily recognized by potential customers as a good bargain. Bookstores, in many instances in the past, have taken advantage of this theory by offering "book specials," such items as the *Walter J. Black Classics*, the dollar editions of Roget's "Thesaurus," one volume Shakespeares, atlases, etc. All of these have been books of recognised substantial value, and they have lured many new customers into the shops and into book-buying habits.

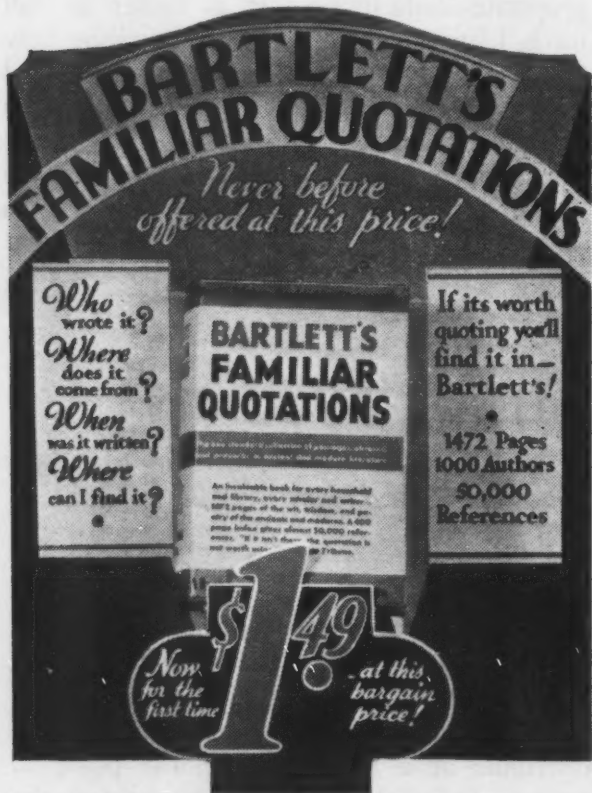
On the editorial pages of the *Publishers' Weekly* for May 12 we inquired whether it would not be a good plan for the bookstores, abetted by the publishers, to put forward more "specials" to increase summer business.

We asked whether publishers might not look over their lists to find a few items from past successes which would stand up under special promotion, and offer them to booksellers to distribute at a bargain price, the price, of course, under the code, to be uniform the country over. Since then we have been in touch with a number of publishers to find out what books on their lists would classify as "specials" and we have found a good number of them which are eligible for late summer and fall display, for fall "openings" perhaps.

There is, for instance, the edition of Bartlett's "Familiar Quotations" which Blue Ribbon Books is bringing out at \$1.49. This book has always sold previously at prices ranging from \$5 up and it is a title even more familiar to a wide range of persons than Roget's "Thesaurus" and thus makes splen-

did material for promotion in the lower priced edition, which will be strictly limited. Many bookshops have already seen the sales possibilities of this book and placed heavy orders. Blue Ribbon also recommends for special promotion the dollar editions of "Can Europe Keep the Peace?" by Frank Simonds, and George A. Dorsey's "Man's Own Show—Civilization."

Harper's suggests that booksellers will find profit in promoting as a special Philip Guedalla's "Wellington" which was published at \$4, but which will be brought out this fall at half that price. No name stands higher in modern biography than Guedalla. "Noguchi" by Gustav Eckstein which was published at \$5 and republished this summer at \$3 has a sales appeal which



Blue Ribbon has made up a special poster to show the \$1.49 edition of Bartlett's "Familiar Quotations"

can be picked out and played up in window or counter.

A more expensive "special" but a real bargain at the price is the *Oxford Desk Library* which has been worked out by Russell Garton, sales manager of Longmans, Green, and is a set of 14 volumes which includes both Longmans and Oxford University Press books. The Library includes "Shakespeare's Complete Works," the "Oxford Advanced Atlas," the *Student's Outline Series*,

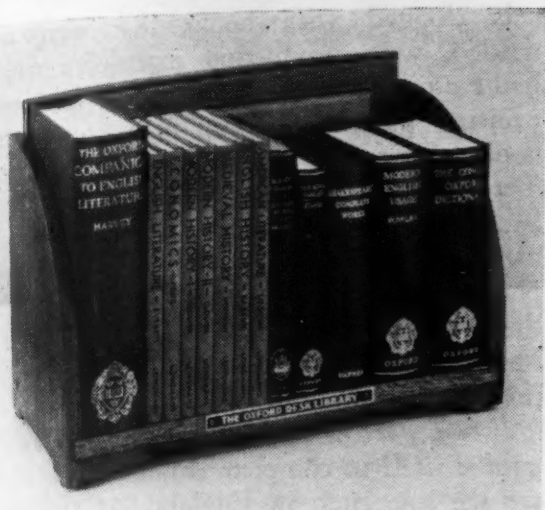
Roget's "Thesaurus," (Longmans new edition) the "Concise Oxford Dictionary," the "Dictionary of Modern English Usage," "The Oxford Companion to English Literature" and "The King's English." The whole set with an attractive desk bookcase to hold it is priced to retail at \$29.25, a real bargain and a fine unit sale.

Another higher priced "special" of obvious promotion possibilities is "The Cambridge Modern History" as now reprinted by Macmillan and consisting of 13 volumes. This set has reached a big sale at \$91. The new edition is being sold for a pre-publication price of \$28.50, with \$32 set as the price after publication in October, 1934. The scope and authority of the work are international; the volume on Europe will be constantly referred to and the volume on United States is a library in itself. At a price of little more than \$2 a volume this can be displayed and promoted in an interesting campaign.

Macmillan is also planning for the fall a special drive on the series of *Happy Hour Books* for little children. These color picture books have been standard sellers for several years at 50 cents. Before printing costs advanced Macmillan contracted for a special printing of a half million of these books, choosing the 18 best selling titles to be included in this printing, and is able to put a retail price of 25 cents on them. This will be a limited edition also as printing costs have so far advanced as to allow no further printings at that price. The best way of promoting this series as a special will be to play up the set of 18 titles at \$4.50 for the set.

Lippincott's *Reader's Reference Library* is familiar to most booksellers as a standard stock item. Four volumes in this series which have been published for years at prices ranging from \$5 to \$7.50 are now published at \$3.50 which makes them eligible for special promotion. The titles thus reduced are "Dictionary of Phrase and Fable," "Facts and Fancies for the Curious," "A Handy Book of Curious Information," and "Dictionary of Miracles."

The new *Orchard House Edition* of Louisa M. Alcott's books, including "Little Men," "Little Women," "Jo's Boys," "An Old-Fashioned Girl," "Eight Cousins," "Rose In Bloom," "Under the Lilacs" and "Jack and Jill" published by Little, Brown at \$1 a volume in uniform bindings with decorated end-papers and full-color illustrations will



The Oxford Desk Library makes a splendid unit-sale special

make splendid "special" material for the juvenile department. Little, Brown also has a first-rate item for special promotion in the \$2.50 edition of "The Epic of America."

Every decade produces new thousands of readers for Austen, enough to make the Vox edition of Jane Austen's works which will be published September 15th by Dutton an excellent "special," even though this is a new set and not a repriced publication. This set is published in conjunction with Dent of London, and consists of seven volumes which will sell for \$15 in a box. John Macrae tells us that he thinks it is the most complete Jane Austen ever published. Each volume will contain 8 colored illustrations by Maximilien Vox which harmonize perfectly with the text. In addition, these volumes are excellent examples of fine book designing.

The \$1 edition of Ring Lardner's "Round Up" is a book that Scribner's recommends especially for special promotion. A good many bookstores have already used it as a "lead" in this way. Another Scribner title well suited for this purpose is the new \$2 edition of Captain John W. Thomason's "Jeb Stuart" which will be brought out this fall. This title was formerly \$5.

Morrow has available for this promotion market three books which will be ready on September 10th. One is Jan and Cora Gordon's "Three Lands on Three Wheels" originally published in 1932 at \$3, which will be republished with the same copious illustrations at \$2. The second is "My War" by Szegedi Szuts, containing 206 black and white drawings. This was originally published at \$4 and will sell in the new edition

at \$2. The third is a dollar edition of "Max and Moritz" translated by Christopher Morley, originally published in 1932 at \$1.75.

Alfred A. Knopf recommends special promotion of the *Alblabooks* which are a new series of cheap editions of good books, the binding designed by W. A. Dwiggins, made to retail at \$2.50. The first titles in this series include "Stories" by Katherine Mansfield, "Renoir: An Intimate Record," by Ambroise Vollard, "The Life and Mind of Emily Dickinson" by Genevieve Taggard, "A History of Russian Literature" by Prince D. S. Mirsky, "Contemporary Russian Literature" by the same author and "In My End Is My Beginning" by Maurice Baring.

Similar to this series is the *White Oak Library*, published in uniform binding by Norton at \$2. Besides the titles already published, "Character and Opinion in the U. S." by George Santayana and "Autobiography of an Idea" by Louis Sullivan will be published in September.

A two-volume set of the "History of English Literature" at \$2 for the set is on the Grosset & Dunlap fall list. This will make splendid material for a shop "special."

Dictionaries always make good special promotion material. The A. L. Burt Co. has announced Burt's "New National Webster Dictionary" containing almost 900 pages of vocabulary as well as a comprehensive supplementary section containing many useful tables, dictionaries of Christian names, State names and meanings, etc., which will sell for \$1. It will be full size, 2" in bulk and will be thumb-indexed and attractively boxed. A pile of these in the shop would make numerous new friends for the store. In addition Burt will publish the "Mammoth Golden Book of Best Detective Stories" containing 700 pages of mystery fiction, including two full length novels, also to sell at \$1. Other additions to the *Mammoth Series* at \$1. will be special photoplay editions of "The Count of Monte Cristo," "The Moonstone," and "Jane Eyre."

Available for special promotion on the Putnam list is a series of American biographies including "Randolph of Roanoke," "Andrew Jackson," "Abigail Adams" and several other titles, each of which was published at a higher price than the current \$1 retail price. One new volume, "Simon Girty, the White Savage" by Thomas Boyd will be added to the series this fall.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

How Many Publishers?

IN THE PROSPEROUS DECADE of the '20's the number of publishing imprints—using for the comparison the firms that issued more than five books a year—doubled, while the output of titles went up about 60%. Curtailment of the number of publishing firms has been going on in the last three or four years, as



has been the case in all industries. If the country is turning towards a gradual new expansion of business, it would be well for those who are in this industry, or those who may be responsible for new imprints, to survey the field carefully before encouraging fresh enterprises.

Before entering the publishing field a man should have an adequate knowledge of all that the publishing industry is, of the costs of producing and distributing books, of the grave difficulties and large expense of promoting them. Publishing is a business that looks easy, but is extremely difficult. American publishing has had its experience with chan-

nels clogged with books that were not needed, with production machinery which had far outstripped the existing market, with printing plants developed to a capacity for bookmaking beyond all current needs and therefore, to keep busy, extending credit to badly conceived new enterprises, with publishers taking on contracts and laying out plans beyond the developed book needs of the country and blaming the booksellers for not finding a market for all that could be produced.

If we were a country which liked to organize itself in complete detail, we might, as we see suggested in England, have a licensing board to look over new publishing enterprises and give them a stiff examination. A new entrant into publishing would have to show evidence of editorial understanding, manufacturing knowledge, distributing experience and financial responsibility. If the founders of the new firms could pass such an examination, they would be welcomed into the fellowship of this exciting, precarious and sometimes profitable profession. Otherwise the doors of production and distribution would be denied.

The trade as now organized must turn to the problems of consumption and distribution if there is to be a market for even the best of all the books that fertile-minded men can conceive. There will always be a place for new publishing enterprise—think how much poorer the country would have been without the new imprints of the houses established in the last ten or fifteen years—but the new years are not "boom" years and sound foundations for new programs will be needed.

Pioneers Unsung

THE PIONEER has been a favorite theme of song and story ever since Moses led the Israelites across the Dead Sea. No songs and few stories have been written about our favorite brand of pioneer. We refer to the booksellers in this country who by dint of sheer enthusiasm have sold good books that might otherwise have dropped almost unheeded from the press. Credit enough should go to the booksellers who have taken full advantage of such a campaign as the ones which surrounded the publication of "Anthony Adverse" or "All Quiet on the Western Front" or "The Story of Philosophy."

But that is the more obvious kind of book-selling. We would ask a special niche in the Booksellers' Hall of Fame for such booksellers as Marion Dodd who has sold 500 copies of Mary Ellen Chase's "A Goodly Heritage," Stokes & Stockell down in Nashville who sold half the first edition of Marquis James' "The Raven," and those booksellers who first saw the merit in "The Story of San Michele," and the many other unidentifiable booksellers throughout the country who, every so often, "discover" a book and then proceed to put it into the hands of every person within reach to whom it is particularly suited.

Second-Hand Books as Side Line

IT HAS BEEN NOTICEABLE lately that several bookstores carrying a general line of new books, but interested also in side lines, have turned to the second-hand and first editions field for side lines instead of to the old connection with stationery. The selling of rare and second-hand books has been largely a specialized aspect of the industry because of the detailed knowledge needed and the large stocks that often have to be carried. But the dealer in new books, by circumscribing the area of his activities in the second-hand field, possibly to local or state history, local authors, first editions of books that have general interest, and having in such a department the well printed editions, art books, collectors' books, etc., can serve an enlarged clientele in the city where the bookstore is located and build up larger units of sale and larger sales per month. A few years ago the famous Johnson's Bookstore in Springfield, Mass., added an old and rare book department by taking extra space across the back alley, and it has become one of the most popular rendezvous in Springfield, a city where there are many opportunities to buy from old libraries.

In venturing into this field, the new book dealer first must make sure that he has capital enough to enter it, that there is local opportunity to buy books, that he has the tools of the trade such as Merle Johnson's "First Editions," "American Book Prices Current," etc., and that he has enthusiasm and knowledge enough of the business to stay with it until it becomes active.

"Specials" as Sales Builders

THE COMBINATION of an apparent revival in business with the lessons of economy which have been learned in the past four years should make this fall season particularly appropriate for active merchandising of worthwhile books by the booksellers. Retailers of all kinds have learned from experience that "specials" of one sort or another are excellent stimulants for trade. "Dollar Days" have become accepted forms of merchandising in some lines, "one cent" sales have been efficient in others. The booktrade has never found it advisable to go in for the excessively spectacular forms of merchandising, but on the other hand, booksellers have found that the bookbuying public is no different from any other public in liking a bargain, except that it is perhaps a little more selective, no matter what price inducements are given.

On other pages of this issue is an article discussing a number of "specials" available from the publishers for late summer and fall use. These "specials" are books of known value which have been republished at a price which should have a wide appeal. Merchandise of this type is particularly adaptable for special promotion in the bookstore. If it is properly displayed it should make firm friends out of many new customers and revive the reading appetites of many old patrons. The general feeling throughout the country is that there is a big opportunity for intensive bookselling this fall. Only through careful planning, however, will this opportunity be realized. The "special" is one avenue to sales that is wide open. It should be tried.

BOOKSELLERS

The closing date for manuscripts on a practical plan to keep good books alive is September 1. \$15 will be paid for the best article; \$10 for the second best. Get busy at the typewriter and submit *your* plan. Only persons actively engaged in bookselling are eligible. Full details of the award, sponsored by B. W. Heubusch of the Viking Press, may be found in the July 14th issue of the weekly.

News of the Week

N.R.A. Approves Cost Schedule

ON AUGUST 6 the NRA approved a schedule of "costs" for the book manufacturing industry to be effective from August 14 and to continue for 90 days. These schedules are subject to modification or revocation by General Hugh Johnson who is at present in the Middle West.

These schedules have been under active discussion since the general approval of the complicated Graphic Arts Code last February and as *Publishers' Weekly* goes to press there has been no opportunity to examine these schedules of "reasonable cost" and to compare them with the schedules which were approved by NRA for effect on March 28 and immediately rescinded on the vigorous protest of the book publishers. A committee of fifteen was organized by the National Association of Book Publishers at that time, a committee extended to cover all the groups of the industry and, basing their protests on a sub-committee on fact-finding headed by John Benbow of Longmans, succeeded in impressing Washington with their arguments.

These "schedules of reasonable costs" which were provided for under the Graphic Arts Code were intended to provide a temporary emergency evidence of the costs of various operations in the industry adjusted to large and small cities and plants and printers, and book manufacturers were prohibited from selling below those figures. The book publishers on analyzing the schedule first presented brought forward evidence that the schedules were not at levels of reasonable cost but were in fact and in intention a schedule of price quotations which would have the effect of raising the production costs of various book making operations above the level needed and asked by competently managed plants.

Under the system proposed "an establishment using a cost-finding method prescribed by the National Code Authority or some other adequate system and which can determine its costs as lower than those fixed in the schedule may sell at the costs so determined subject to the *disapproval* of the Code Authority whose decision is in turn reviewed by the

National Graphic Arts Coordinating Committee and the Administrator."

It is likewise provided that an establishment may, in defense of its business, meet a bona-fide competition bid of another establishment provided the facts are immediately reported to the National Code Authority.

The Code Authority of the book manufacturing plant is the Book Manufacturing Institute organized two years ago under the direction of O. H. Cheney and Pelham Barr by the chief producers of book printing and binding. The Institute and also the National Graphic Arts Authority are organized without NRA representatives on their boards and the publishers have contended that schedules of "reasonable cost" will become selling schedules above the reasonable needs of the competent producers.

No estimate of the effect of the Schedule now reported to have been approved can be given until the figures are available. The publishers' committee has been meeting this week to discuss the situation.

"Ulysses" Again Upheld by Court

JAMES JOYCE's "Ulysses" passed another milestone on its way to freedom from censorship this week when the United States Circuit Court of Appeals, by a 2 to 1 decision, sustained the decision of Federal Judge John M. Woolsey, that the book, taken as a whole, was not obscene. The majority opinion, written by Judge Augustus Noble Hand and concurred in by Judge Learned Hand, stated, "We think that 'Ulysses' is a book of originality and sincerity of treatment and that it has not the effect of promoting lust. Accordingly it does not fall within the statute even though it justly may offend many."

Judge Martin T. Manton filed a dissenting opinion in which he cited several authorities to support his contention that "Ulysses" was obscene. He maintained that it was written for the amusement of the reader and that it should be a point of honor among authors to maintain a moral standard. "A refusal to imitate obscenity or to load a book with it," he said, "is an author's professional chastity."

The Judges Hand held that Joyce's delineation of character was "sincere and truthful and executed with real art." They felt that the author dealt with "things that very likely might better have remained unattempted," but that the book was "a work of symmetry and excellent craftsmanship of a sort." The erotic passages, they held, were submerged in the complete book. "If those are to make the book subject to confiscation," the opinion read, "by the same test 'Venus and Adonis,' 'Hamlet,' 'Romeo and Juliet' . . . as well as many other classics would have to be suppressed."

"Art cannot advance under compulsion to the traditional forms," the opinion stated, "and nothing in such a field is more stifling to progress than limitation of the right to experiment with a new technique. The foolish judgments of Lord Eldon about 100 years ago prescribing the works of Byron, Shelley and Southey are a warning to all who have to determine the limits of a field within which authors may exercise themselves."

Morris L. Ernst and Alexander Lindey argued the case for Random House while the government's case was argued by Martin Conboy, United States Attorney. Following the decision Mr. Conboy intimated that he might make a recommendation to the Solicitor General that a petition of certiorari be filed with the U. S. Supreme Court in a final effort to secure a reversal of the decision. To be valid such a recommendation must be made within 90 days of the entry of the Appellate Court's order.

Sumner Sued by Guernsey

BERNARD GUILBERT GUERNEY of the Blue Faun Bookshop, New York City, has filed suit in Supreme Court for \$25,000 damages against the Twenty-Third Street Association, the New York Society for the Suppression of Vice, John S. Sumner, superintendent of the Society, and Charles J. Bamberger, an agent of the Society, charging conspiracy. Mr. Guernsey alleges that Mr. Bamberger, posing as a "Carl Becker" tried to persuade him to sell obscene literature and pictures, and that Mr. Sumner had him arrested in June, 1932, on libel charges in connection with his magazine *Jack Ketch, the Hangman*, and induced the Interborough News Company to break a contract for distribution of the magazine. He further charges that the Twenty-Third

Street Association, together with Mr. Sumner, interfered with his plans to save the Twenty-Third Street District from "utter decay" which he inaugurated by displaying a sign announcing a "To-Hell-With-Twenty-Third-Street Sale" in his window in January, 1932.



Photo by Arnold Genthe

Pearl S. Buck

Pearl Buck Joins John Day Staff

PEARL S. BUCK, Pulitzer Prize Winner and author of "The Good Earth" has joined the John Day Company as advisory editor. Mrs. Buck will continue the schedule she has observed for some years of devoting her mornings to writing. Her afternoons, when she is in New York, will be spent in considering manuscripts and in consulting authors by appointment at the John Day offices. She will examine all fiction manuscripts submitted to the John Day Company and some classes of non-fiction as well. Mrs. Buck will remain in America at least a year.

P. O. Solves Kane & Kane Case

THE NEW YORK POST OFFICE has brought to light the fact that the man who operated under the name of Kane & Kane, and took advantage of a number of booksellers through his operations, was really Charles Weisberg. Mr. Weisberg has been apprehended.

Greenberg Marks Tenth Year

GREENBERG, PUBLISHER, celebrates its tenth anniversary this month. J. W. Greenberg, the founder and president of the firm, whom we interviewed this week, stated that a tenth anniversary in the publishing business was a hall-mark of success; that if a publisher arrived at his tenth year successfully he was likely to continue. The policy of Greenberg, Publisher, has been to issue chiefly non-fiction of enduring value, and Mr. Greenberg says that he feels a sense of accomplishment in having produced as many books of lasting value in proportion to the total number of books on the list as any publisher.

The house was founded in August, 1924, by J. W. Greenberg alone. In 1926 he absorbed the Adelphi Company, and R. I. Warshow, owner of Adelphi, joined Greenberg, Publisher, as treasurer and vice president, the position which he holds today. Mr. Greenberg is president and secretary. The first Greenberg list included one best seller, "Tony Sarg's Book for Children," and Tony Sarg has continued to be one of the important Greenberg authors ever since. Greenberg also had the first really big selling contract bridge book, R. F. Foster's "Contract Bridge." This book, incidentally, was published in ten days, the entire manuscript being sent by wire from California. More than 20,000 copies were sold in the first sixty days after publication.

One of the outstanding accomplishments of the Greenberg organization has been the publication of what are known as "special promotion books." These are books such as "The Modern Cook Book," "The Salad and Dessert Book," "The Boys' Handy Book," "The Girls' Book" and "The Modern Garden Guide," which are given exclusively to one outlet in a city or territory 90 days before being issued to the trade in general. Department stores particularly have taken advantage of this type of promotion, Macy in New York for instance, ordering 50,000 copies of "Macy's Modern Cook Book." Each of these titles has sold well over 250,000.

Other authors of note on the Greenberg list have been Percy Crosby, Alfred Adler, Irving Fisher, Joseph Jastrow and John Haynes Holmes. Some of the important titles issued during the ten years have been "Understanding Human Nature," "Understanding the Stock Market," "The Story of Wall Street," "Keeping Mentally Fit," and the Tony Sarg



J. W. Greenberg

books. Incidentally nine Greenberg books appear in the list of 100 best sellers among the *Star Dollar Books*.

Recently the firm has adopted a line of 75-cent popular copyrights and of rental library fiction. Mr. Greenberg says this is the only compromise he has made with his original determination to publish non-fiction of lasting value and that this compromise was made necessary by the depression. The business has grown steadily, depression or no, with the exception of the year 1933, a year most publishers would be willing to forget.

Obituary Note

HENRY I. DODGE

HENRY IRVING DODGE, author and playwright, died on July 28th, at the age of 73. He was 45 when his novel, "The Other Mr. Barclay," was published, and 55 when he introduced to the world his imaginary friend, William Manning Skinner in "Skinner's Dress Suit." The story, published in 1916, won the sympathy of a large public and its immediate success led its author to write three other well-received tales, "Skinner's Baby," "Skinner's Big Idea" and "Skinner Makes It Fashionable," the last issued in 1920. He was also the author of five plays.

News from Publishers

"THE CHALLENGE OF LIBERTY" by Herbert Hoover which will be published by Charles Scribner's Sons the latter part of September ought to be one of the most talked of books of the fall season. Mr. Hoover has been at work on the manuscript for the past year and this is the first statement of any character which he has addressed to the American people since he left the White House two years ago.

The publishers say the book will be a defense of what Mr. Hoover calls "The American System" of government, a critical consideration of the growth of Fascism, Communism and Socialism, and a frontal attack upon "National Regimentation" and bureaucracy, which Mr. Hoover says are endangering the entire structure of American liberty.

The book will be divided into eleven parts, under the following principal chapter headings:

"Revolutions from Liberty," "Our American Heritage," "The Utility and Ideals of Liberty," "The Accomplishments of the American System," "Alternative Philosophies of Society and Government," "National Regimentation," "The Consequences to Liberty of Continued Regimentation," "The Constructive Methods of Liberty," "The Abuses of Liberty" and "Economic Stability and Security."

❖ ❖

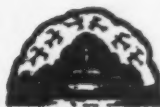
They are hanging out the flag at Smith and Haas, since the news came through that sales for the first six months of 1934 showed an increase of 125% over the same period in 1933.

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Whittlesey House has announced two important books on the New Deal for September publication. One is "Beyond the New Deal" by David Lawrence, editor of the *United States Weekly* and well-known Washington correspondent, which is concerned primarily with the "dangers of the New Deal policies." The other is "Americans Must Decide" by Glenn Frank, president of the University of Wisconsin, which follows up the nationwide interest in Dr. Frank's radio addresses.

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Maria Leiper, who has been assistant to Clifton Fadiman in the editorial department of Simon & Schuster, was recently appointed Associate Editor for the same firm.



"IN A BURNING GLASS OF GREAT POETRY"

Poems from New Books by Distinguished Modern Poets

KING'S DAUGHTER

IX

The greatest man with golden eyes
Saw out between the looms
Dancers are there, and different skins,
And night with different stars.
They growl the acoustic bill,
And make so far as they bill,
And hold the freedom of their will
To mean, to live, to drink their fill;
But this beyond their wit know I:
Man loves a little, and for long shall die.

They kind across the desert range
Where ridges spring from snows,
Not knowing they will suffer change
Or culture pick their bones.
Their strength's stored in their sight,
They ride the storm of the night,
They overtake the deer in flight,
And in their company they wait;
But I am sure, if they are strong:
Man's love is transient as his death is long.



From "COLLECTED POEMS"

V. Sackville-West \$2.50

JANUARY ACONITES

The assassin twist and drag themselves
Up from the naked rainless earth,
And make little gold leaves of jade
Among the grey clouds under the stark earthy vision.

And if one day is trampled underfoot
Or another forced every and another counted,
Still there are days and days and golden days
Like assassin-steps under the grey heaven of oblivion.

Epigrams

NEW LOVE

She has new leaves
After her dead flowers,
Like the little almond tree
Which the time hurt.

OCTOBER

The beech-cren are silver
For lack of the cren's blood;
At your him my lips
Become like the silver beech-leaves.

From "THE POEMS OF RICHARD ALDINGTON"
Richard Aldington \$2.50

REMEMBERING NAMES

There's something in a place
Besides the curving of the land
Or the way trees lean or a wall
Guards flowers that would not think to run away.
There's something more than memory of a hand
Waved only in the evening, or a face
Turned white to the moonlight, or the fall
Of golden leaves all through a windy day.

As a familiar sound heard on a train,
On letters spelling out a little love
(Whose days he knew, whose streets he once
walked down)
Postmarked across a stamp
Or seen through rain
On a sunset underneath a lamp.
And that is why
Sadder than a youth
Recalling his childhood's careless games
Or the better yielding up of hope to truth
Is an old man remembering names.

It is the name that is the heart
Of a place a man recalls with a certain start

From "AMERICAN SONG"

Paul Engle \$1.50

All Published by

DOUBLEDAY, DORAN



GARDEN CITY, N. Y.

Doubleday has made up an attractive display sheet using quotations from three popular books of verse

Carroll E. Whittemore, who has been associated with the Congregational Publishing Society for the past 12 years, has been appointed manager of the New England branch of the American Baptist Publication Society.

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Lillian Pepper, editor for a number of New York publishers, has recently returned from several weeks in the West. Miss Pepper's address is 28 East 10th Street, New York.

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Little, Brown has released some interesting figures regarding the fourth Atlantic \$10,000 Novel Prize Contest, which was won by Samuel Rogers with "Dusk at the Grove" which will be published on August 24th. In all, 1340 manuscripts were submitted, 1240

from the United States and 100 from foreign countries. Every state except Nevada was represented, with New York leading with 233 manuscripts submitted. California was second, with 153. Mississippi, which has got the name of the worst book state, submitted as many manuscripts as Kentucky, 6 apiece. There were 27 manuscripts from England and 50 from Canada.

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An order from Macy's for 50 copies of "Ideal Marriage" led George Joel of Covici-Friede to do a little investigating in the order files. He discovered that this \$7.50 book is selling now at the rate of 600 copies a month some four years after it was published in 1930. Altogether 35,000 copies have been sold. Perhaps it is because of the price that the sales have held up. A sex book at \$7.50 might seem to carry more authority than one at, say, \$2.

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C. S. Davies, formerly manager of *The Clique*, has been appointed general manager of the *Bookdealers' Weekly and Publishers' Guide*, an English paper which serves the interest of the antiquarian booktrade.

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Among the authors who have just signed contracts with Putnam's and Minton, Balch & Company are Thomas Boyd, Beatrice Curtis Brown, daughter of Curtis Brown of London, J. D. Beresford, Richard Hull and Magnus Hirschfeld.

The last named is the famous sexologist, now exiled from Germany. His book describes his travels over the world and his observations upon the customs of mankind as they vary from place to place. This will be a spring book.

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Dr. Frederick A. Blossom, well known for his translations of Proust, Casanova and Colette, has translated for Morrow Maxence Van der Meersch's "When the Looms Are Silent," a powerful novel of strikes in a French manufacturing town. Dr. Blossom is librarian of the Huntington Free Library in New York.

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A flash from Stokes tells us that the first copy off press of "Picture Story of Franklin D. Roosevelt" by Vernon Quinn reached President Roosevelt on the *U. S. S. Houston* in Hawaii.

Among the Bookshops

On a tour of Wall Street bookshops last week we discovered that economics and political books are furnishing what excitement there is this summer. Rumana McManis at the Hidden Bookshop told us that her best seller was "Hitler Over Europe," which she is having a hard time to keep in stock. Last month the best seller was James Warburg's "The Money Muddle." Other active titles are "The Security Exchange Act of 1934" published by Francis Emory Fitch, 138 Pearl Street, New York City. This, according to the brokers, gives the correct dope about this famous act. "The Coming American Revolution" is another popular title with the financial boys. Among the non-business books "Nijinsky" and "While Rome Burns" are reordered the most, while "The Road to Nowhere" is receiving a good deal of attention.

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Helen Hyndman at Ball & Wilde also had a good word to say for the sales of "The Coming American Revolution" and "The Security Exchange Act of 1934." "Hitler Over Europe," "Europe Between Wars," and "The Money Muddle" are also popular with her customers. The best fiction title, and it is outselling everything else in the shop, is "I, Claudius." "Goodbye, Mr. Chips" has had a steady sale.

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Wendell Casey, manager of the Doubleday shop on Nassau Street, also nominated "The Coming American Revolution" and "The Security Exchange Act," and said that his customers, most of whom are men, were pretty enthusiastic over "The Road to Nowhere."

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Lower Fifth Avenue had a touch of Shakespeare last week when Barnes and Noble put in an all-Shakespeare window built around "Outlines of Shakespeare's Plays" which is a new addition to the Barnes and Noble *College Outline Series*. Photographs of puppet productions of Shakespeare plays, showing the use of the Elizabethan inner stage, and pictures of old productions of Shakespeare in London, added color to the display, which included various one-volume editions of Shakespeare and other complementary titles.

Many Lees and Jacksons were among the visitors to Harry F. Marks' new bookshop in Rockefeller Center (Radio City to you) last week where an original manuscript of "Dixie" was on display along with 12 variants of the first edition and many other rarities, mostly Southern song titles. Window displays showed the first Confederate Bible and old maps set off by Confederate flags, which had to be made to order as no originals could be found in New York.

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P. Alfred Leonard has just become associated with the business of Jake Zeitlin, in Los Angeles, with a view to reorganizing it and financially reconstructing it. Mr. Leonard recently came to this country from Germany, where he was associated with a large publishing concern in an executive capacity. Mr. Zeitlin will devote himself entirely to selling and will leave the whole business management in Mr. Leonard's hands.

Mr. Leonard writes that business has improved decidedly during the last three months. The average volume between January 1 and April 30 was 8% higher than for the corresponding period in 1933. In comparison to last May, the volume this May was 97.6% higher, and the June volume was 62.5% higher. July volume, up to July 24, was 138.3% higher.

Mr. Leonard says that N.R.A. by approving the booksellers code has helped the ethical bookseller, but the Zeitlin business is only partly in new books, the more important part is rare books. The reorganization of the business has certainly had a favorable effect. And doubtless there are other reasons for the improvement of a more general character. The public seems to be giving up its buying resistance in view of the general improvement in economic conditions. The business in old books seemed to have improved out of proportion to other types of business. Many wealthy book lovers have started collecting valuable items because they believe that money invested in rare books was well invested during the depression and the period of inflation.

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William Flynn of the Concord Book Shop in Chicago says that the Chicago Fair had a decidedly beneficial effect on summer business. He has noticed that last year a goodly

quantity of guides and books of views were sold which materially boosted cash sales. This year, owing possibly to repeat patronage at the Fair, this business is very slight, and the differences had to be made up in general sales. The demand, unfortunately, seems to be confined to high spot titles, but, in general, there is a better tone to business—without a marked increase in total sales.

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Pat Hunt, who has taken over the management of the Hollywood Book Store, has been running a three-day clearance which she has announced to her Hollywood friends in a characteristically human document. This is preparatory to making ready for fall stock. Sally Galleshaw joins her at this new post September 1st.

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Referring to the notice in the *Publishers' Weekly* for August 28th, which stated that the offices of the Encyclopedia Britannica, Inc. were being moved to Chicago, the Britannica Bookshop wishes it to be known that it is to remain in New York at the present address, 342 Madison Ave., and that all correspondence pertaining to the bookshop should be sent to the shop at that address. It was only the offices of the Encyclopedia itself that were moved to Chicago.

Changes in Management

Ann Arbor, Mich.—On July 14th, the branch store of Slater's Inc. at 547-549 East University Ave. was purchased by Fred Ulrich and the name of the shop changed to Ulrich's Book Store. Mr. Ulrich was secretary of Slater's Inc. for the past eight years. The shop has been at this location for the past five years and previous to the Slater ownership it was operated by the Graham Book Stores.

New Shops

Waimea, Kauai, T. H.—The Waimea Bookshelf has recently been started in this city. The address is Box 57 and it is run by Thomas T. Kawahara.

Denver, Colo.—Carol Truax will continue to run Their Book Shop. Mrs. Silliman, her partner, died in June.

First Class Mail

Your Opinions Are Valuable. Write the Publishers' Weekly

A BOUQUET FROM ABROAD

The Book Guild,
BM/Guild,
London, W.C.1.

Editor, Publishers' Weekly:

It is pleasant to receive such a very large mail from the American booktrade, and we appreciate the variety of letters and unsolicited (but enjoyable) comments and opinions.

But we must ask our correspondents to make a special point of addressing their letters correctly to us. Our address as printed above is correct and if all envelopes follow the details as we give them we shall be sure of receiving everything that is sent to us.

We would also be glad to have catalogs and promotion material from American publishers and booksellers. It is not only for the publicity interest but the technique is both stimulating and a richly varied pleasure to read.

JOHN STAFFORD,
Secretary to the Guild.

AN OPEN LETTER TO PUBLISHERS

Frank Rosengren's
Old Book Shop
Evanston, Illinois
7-25-34

Editor, Publishers' Weekly:

A bookseller who is not dead on his feet depends a great deal on advance of publication sales. These he obtains by writing personal letters to his customers and sending them circulars. I find publishers generally are not too energetic, where not totally inactive, in letting booksellers know what circulars they have available to the trade. I suggest that if publishers were to compile lists of active dealers who depend largely on mail order sales, and would send such dealers a sample of every circular they issue, allowing the dealer to select any that he can and will use, they might widen the distribution of their books.

Another idea is suggested by this morning's mail in which we received ten book jackets of forthcoming books from Farrar

and Rinehart. This method may be expensive for the publisher, but it appears a best possible method of effective publicity. On examining the jackets I saw two titles that we will definitely stock which we had previously not even considered. One title, "Can Prayer be Answered?," appeals to me as having definite mail order possibilities as well. My suggestion to Farrar and Rinehart would be, that to make their advance publicity perfect, they follow up their jackets with samples of available circulars.

Finally the jackets of books we do not intend to stock will be put to good use, for these we will openly display for the consideration of our customers.

I might add one useful detail that Farrar & Rinehart neglected that would be appreciated by most dealers. Write the date of publication on each jacket.

FRANK ROSENGREN

Notice to Control Card Users

"Luminous Isle" by Eliot Bliss (Farrar & Rinehart) has been postponed from Aug. 13th to Sept. 12th.

"The Golden Spike" by Floyd Dell (Farrar & Rinehart) has been postponed from Sept. 17th to Sept. 28th.

Changes in Price

D. APPLETON-CENTURY CO.

The price of "The Inca Emerald" by Samuel Scoville has been increased from \$1.75 to \$2.

"The Red Tiger" by Don Skene, originally announced at \$2, will be published at \$1.50.

COWARD-McCANN INC.

"The Enchanted Jungle" by Isidore Lhevinne is reduced from \$2.50 to \$2.00.

FUNK & WAGNALLS

The price of the Funk & Wagnalls "Unabridged Standard Dictionary" has been raised from \$16. to \$18. for the buckram binding and from \$20 to \$22 for the sheep binding.

HARPER & BROTHERS

The price of "Kagawa" by William Axling, has been reduced from \$2.00 to \$1.00. This price change is effective immediately.

Market News

The July Best Sellers

FICTION

1. LAMB IN HIS BOSOM, by Caroline Miller. *Harper*, \$2.50.
2. ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.
3. UNFINISHED CATHEDRAL, by T. S. Stribling. *Doubleday, Doran*, \$2.50.
4. PRIVATE WORLDS, by Phyllis Bottome. *Houghton Mifflin*, \$2.50.
5. I, CLAUDIUS, by Robert Graves. *Smith & Haas*, \$3.
6. SEVEN GOTHIC TALES, by Isak Dinesen. *Smith & Haas*, \$2.50.
7. GOOD-BYE, MR. CHIPS, by James Hilton. *Little, Brown*, \$1.25.
8. THE PROVINCIAL LADY IN AMERICA, by E. M. Delafield. *Harper*, \$2.50.
9. RIVER SUPREME, by Alice Tisdale Hobart. *Bobbs-Merrill*, \$2.50.
10. SOMEBODY MUST, by Alice Grant Rosman. *Minton, Balch*, \$2.

The leader for the second month, with 28 out of the 87 stores sending us their July best seller lists, telling us it was their fiction headliner. It has had 18 printings in three months.

These two were close and far ahead of all other novels. 22 stores listed "Anthony" as their best seller of all fiction.

Up from fourth place in June. Appeared on the lists of 37 stores.

July fiction best seller at Pettibone-McLean's, Dayton; The Book Shop, Baton Rouge; E. E. Robinson's, Watertown.

First of the four fiction titles new to the list during July. Six stores, five of them in New York State, put it first on their lists.

15th thousand, exclusive of book club sales. A best seller for the fourth month.

It is seldom that a short novel like this reaches the best seller class. De Wolfe & Fiske and the Book Shop for Boys and Girls in Boston and Burrows Bros. in Cleveland tell us it was their best seller for the month. Fourth printing.

July best seller at Sheehan's, Detroit, and best seller for the past two months at Gelber-Lilienthal, San Francisco.

The third new title on the July list. The best seller at the Beacon Book Shop, N. Y.

Also new this month. 28 stores had it on their lists.

NON-FICTION

1. WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.
2. STARS FELL ON ALABAMA, by Carl Carmer. *Farrar & Rinehart*, \$3.
3. NIJINSKY, by Romola Nijinsky. *Simon & Schuster*, \$3.75.
4. LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.
5. YOU MUST RELAX, by Edmund Jacobson. *Whittlesey House*, \$1.50.
6. ESCAPE FROM THE SOVIETS, by Tatiana Tchernavin. *Dutton*, \$2.50.
7. NEW CAREERS FOR YOUTH, by Walter B. Pitkin. *Simon & Schuster*, \$1.50.
8. MODERN ART, by Thomas Craven. *Simon & Schuster*, \$3.75.
9. 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. *Vanguard Press*, \$2.
10. THE LIFE OF OUR LORD, by Charles Dickens. *Simon & Schuster*, \$1.75.

36,500 sold. 22 of the 87 stores sending us their July lists put this in top place.

Published late in June, this became a best seller immediately. Topped the lists of 18 stores.

Eight stores reported that it outsold all other non-fiction during July.

Two New England, one Southern and one Far Western store listed it first. Reported by 47 stores in all.

In fifth place for the second month. Appeared on the lists of 41 stores.

Up from seventh place in June. 10th printing. The July best seller at Witkower's, Hartford; Putnam's, N. Y.; Wide Awake Book Shop, Wilkes-Barre; and Gelber-Lilienthal's, San Francisco.

The second of the two new titles for July. Four stores reported it as first in July sales, very unusual for a book on vocational guidance. What is this power that Pitkin has?

In eighth place for the second month. Appeared on the lists of 27 stores.

Was tenth last month. A best seller at 20 stores sending us their reports.

The July best seller at Burbank's, Plymouth; Travers, Trenton; and Fred Harvey's, Kansas City.

Market News

One Month from Now—A Forecast

THE PROUD AND THE MEEK, by Jules Romains. Knopf, \$3.

IN THIS VALLEY, by Michael Home. Morrow, \$2.50.

THE SON OF MARIE ANTOINETTE, by Meade Minnigerode. Farrar & Rinehart, \$3.

WITH NAKED FOOT, by Emily Hahn. Bobbs-Merrill, \$2.

ESSAYS IN OUR CHANGING ORDER, by Thorstein Veblen. Viking Press, \$3.

THE NEW CAESAR, by Alfred Neumann. Knopf, \$3.

THE PRESIDENT VANISHES. Anonymous. Farrar & Rinehart, \$2.

A COMMON FAITH, by John Dewey. Yale University Press, \$1.50.

FORTY-TWO YEARS IN THE WHITE HOUSE, by Irwin H. (Ike) Hoover. Houghton Mifflin, \$3.50.

LISZT, by Sacheverell Sitwell. Houghton Mifflin, \$4.

THE TALE OF A SHIPWRECK, by James Norman Hall. Houghton Mifflin, \$2.50.

Sept. 10. The third volume of "Men of Good Will," in which the story focusses more definitely on certain characters.

Sept. 12. A novel by the author of "Return," the July selection of the London *Evening Standard*.

Sept. 12. There will be a large colorful display poster on this account of the famous dauphin mystery.

Sept. 14. A novel of the remote interior of the Belgian Congo, by the author of "Congo Solo."

Sept. 17. A final volume of essays, never before published, by an economist who is more widely acclaimed today than during his lifetime.

Sept. 17. A novel based upon the life of Napoleon Bonaparte.

Sept. 17. A mystery which will have ads. similar to those used on "Gabriel Over the White House."

Sept. 18. The well-known philosopher indicates a basis for faith not dependent on orthodox religion.

Sept. 18. Unusual poster and a two-color envelope circular for bookstore imprints. Initial ad. appropriation, \$5000.

Sept. 18. A biography of Liszt as one of the leading actors in the great Romantic drama.

Sept. 18. A modern sea adventure by the co-author of "Mutiny on the Bounty," etc. Tentative ad. appropriation, \$1000, with probably a supplementary campaign before Christmas.

Out This Week

ALL THE SKELETONS IN ALL THE CLOSETS, by Keith Fowler. Macaulay, \$2.50.

THE CHANCE OF A LIFETIME, by Walter B. Pitkin. Simon & Schuster, \$2.

THE CROOKED LANE, by Frances Noyes Hart. Doubleday, Doran, \$2.50.

EAST AND WEST, by W. Somerset Maugham. Doubleday, Doran, \$3.

ENGLISH JOURNEY, by J. B. Priestley. Harper, \$3.

LOVE SONG, by Rupert Hughes. Harper, \$2.50.

THE QUEEN'S WIGS, by Naomi Royde-Smith. Macmillan, \$2.

THE YOUNG MAN'S GIRL, by Robert W. Chambers. Appleton-Century, \$2.50.

Macaulay has a series of five clever display cards in black and white, blown up from the ads. arranged for the initial ad. campaign.

Large national ad. campaign in newspapers and magazines. Should sell even better than "New Careers for Youth," which is doing better than 800 a week.

A romance with a mysterious, glamorous setting, by the author of "The Bellamy Trial."

A grand collection of thirty of Maugham's best stories, with a new preface.

A "sociological travel book." Highly praised in England. It has many allusions to America in it and should be a popular volume with discriminating customers.

A long novel, portraying the lives of a singer and a composer.

A romantic, amusing story of an English schoolmistress in the Kingdom of Irolya.

Poster and imprint postcards available. Will be advertised in Sunday and daily N. Y. papers and other leading book review pages.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts Dr: Drama Hi: History Po: Poetry Sp: Sports
Bi: Biography Ec: Economics Ju: Juveniles Re: Religion Tr: Travel
Bu: Business Fi: Fiction Mu: Music Sc: Science

Abelow, Samuel P.

Dr. William H. Maxwell, the first superintendent of schools of the city of New York. 177p. (2p. bibl.) il. (pors.) D [c. '34] B'klyn, N. Y., Scheba Pub. Co., 1098 Park Pl. 1.50

A biography of a pioneer educator in New York at the end of the 19th century.

Barker, Eugene Campbell

The growth of a nation; rev. ed. 784p. (bibls.) il. (pt. col.), maps D [c. '28, '34] Evanston, Ill., Row, Peterson lea. cl., 1.80

Benson, George Charles Sumner

Financial control and integration; a study in administration, with especial reference to the comptroller-general of the United States. 75p. (6p. bibl.) O (Studies in systematic political sci. and comparative gov't, v. 2) '34 N. Y., Harper 1.50

Bethlen, Count Stephen

The Treaty of Trianon and European peace; four lectures delivered in London in November 1933. 200p. maps O '34 N. Y., Longmans 3.50

The author, who was Prime Minister of Hungary between 1921 and 1931, expresses his country's claim for a revision of the World War peace treaties.

Bible

The Old Testament; the Book of Malachy [tr. from the Greek and Hebrew] ed. by Rev. Cuthbert Lattey. 55p. (bibl. footnotes) O (Westminster version of Sacred Scriptures) '34 N. Y., Longmans bds., .90; pap., .70

Blank, Clair

Beverly Gray, freshman. 254p. front. D (Beverly Gray college mystery ser.) [c. '34] N. Y., Burt .50

Beverly Gray, sophomore. 256p. front. D (Beverly Gray college mystery ser.) [c. '34] N. Y., Burt .50

Beverly Gray, junior. 254p. front. D (Beverly Gray college mystery ser.) [c. '34] N. Y., Burt .50

Beverly Gray, senior. 253p. front. D (Beverly Gray college mystery ser.) [c. '34] N. Y., Burt .50

Bloch, Herbert A.

The concept of our changing loyalties; an introductory study into the nature of the social individual. 319p. (9p. bibl.) O (Studies in hist., economics and public law no. 401) c. N. Y., Columbia Univ. Press 4.50

Boas, Ralph Philip and Smith, Edwin

Enjoyment of literature [rev. ed. of An introduction to the study of literature]. 571p. il. D '34 N. Y., Harcourt 1.60

Bose, Sir Jagadis Chunder, ed.

Transactions of the Bose Research Institute, Calcutta; v. 8, 1932-1933, Biological and physical researches. 272p. (bibls.) il., diagrs. O '34 N. Y., Longmans 8.40

Bruckner, Ferdinand

Races; a drama; tr. from the German by Ruth Langner. 138p. D c. N. Y., Knopf bds., 2.00
This play, which portrays the Nazi attack on Jews, was produced by the Theatre Guild.

Bruère, Martha S. [Mrs. Robert Walter Bruère] and Beard, Mary Ritter [Mrs. Charles Austin Beard]

Laughing their way; women's humor in America. 310p. il. O c. N. Y., Macmillan 4.00
A history and a defense of women's sense of humor in America from 1830 to the present in which the authors give many examples selected from writings and drawings.

Burres, Marjorie Baker and Burres, Paul W. Tr

Thrills and heartthrobs of Europe. 130p. il. D '34 Phil., Dorrance 1.50

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Case of civilization against Hitlerism, The.

145p. D c. N. Y., Ballou 1.00; pap., .50
A collection of the speeches against Hitlerism which were delivered under the auspices of the American Jewish Congress at Madison Square Garden, New York on March 7, 1934.

Chambers, Robert William**Fi**

The young man's girl. 344p. D '34, c. '33, '34 N. Y., Appleton-Century 2.50

The Manhattan romance of John Wyndward, sculptor and aristocrat, and Chiyu Clyde, a fire chief's daughter who achieved stage and social success.

Chegwidden, T. S. and Myrddin-Evans, G.

The Employment Exchange Service of Great Britain; foreword by Rt. Hon. Winston S. Churchill. 324p. (bibl.) il., map, diagrs. O c. N. Y., Industrial Relations Counselors, Inc., RKO Bldg.—Rockefeller Center 3.50

An outline of the administration of placing and unemployment insurance. This volume is the first of a series of studies on the administration of employment services and unemployment insurance in the principal countries abroad.

Chiboucas, Emmanuel**Po**

From the womb of night. 78p. D (Contemporary poets) '34 Phil., Dorrance 1.75

Clément, Marguerite**Ju**

Flowers of chivalry; stories of heroes and heroines of old France; il. by Germaine and Pierre L. Hardy. 72p. il. (col.) Q c. Garden City, N. Y., Doubleday bds., 2.50

Roland, Joan of Arc, Henry of Navarre, Bayard, Molière and others are the famous French heroes and heroines of these stories for children from 8 to 12.

Corliss, Mrs. Allene**Fi**

Let us be faithful. 283p. D [c. '34] N. Y., Farrar & Rinehart 2.00

Temperament and the depression threatened the marital happiness of Kipp and Ann.

David, Evan John**Fi**

Useful lady. 285p. D [c. '34] N. Y., Macaulay 2.00

The story of beautiful and tempestuous Teeka Bayard's career in Washington as a lobbyist.

Eiker, Mathilde**Fi**

Heirs of Mrs. Willingdon; a novel. 306p. D c. Garden City, N. Y., Doubleday 2.00

Alexander, William

Seventy-five years of progress and public service; a brief record of the Equitable Life Assurance Society of the United States. 87p. il. O [c. '34] N. Y. [Equitable Life Assurance Soc., 393 7th Ave.] apply

American bankruptcy reports; new ser., v. 24; ed. by Fred E. Rosbrook. 827p. O '34 Albany, N. Y., M. Bender buck., 6.00

Becker, Robert Henry

Birds and birdhouses; rev. and enl. ed. 96p. il., diagrs. O c. Chic., Chicago Tribune pap., apply

Bigelow, Harry Augustus and Madden, Joseph Warren Introduction to the law of real property; 2nd ed. 106p. O (Amer. caseb'k ser.) '34 St. Paul, Minn., West Pub. Co. pap., .75

Bureau of Foreign and Domestic Commerce

World economic review, 1933. 298p (bibls.) il '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .20

Bush, Ada Lillian

Consumer viewpoint on returned goods. 27p. (Domestic commerce ser. 87) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Case, H. C. M. and Myers, K. H.

Types of farming in Illinois; an analysis of differences by areas. 129p. il., maps, diagrs. O (Agri. Exp. Sta. bull. 403) '34 [Urbana], Univ. of Ill. pap., apply

The romance of a woman so vital that even after her death her influence continued to mold the life of her step-daughter.

Eliot, Jared

Essays upon field husbandry in New England, and other papers, 1748-1762; ed. by Harry J. Carman and Rexford G. Tugwell. 317p. (2p. bibl.) il. O (Columbia Univ. studies in hist. of Amer. agriculture, no. 1) c. N. Y., Columbia Univ. Press buck., 3.50

Erb, John Lawrence**Mu**

Brahms [rev. ed.]. 198p. (3p. bibl.) il. S (Master musicians ser.) '34 N. Y., Dutton 2.00

The twelve volumes in the Master Musicians Series were originally published thirty years ago. The series has now been revised and re-edited, with four volumes published now—see also Hadden, Scott and Williams.

Fairfax, Virginia**Ju**

The curious quest. 250p. front. D (Girl Scouts mystery ser.) [c. '34] N. Y., Burt .50

Field, F. V., ed.**Ec**

Economic handbook of the Pacific. 680p. il. O '34 Garden City, N. Y., Doubleday 5.00

Finney, H. A.

Principles of accounting; v. 1, Intermediate; 2nd ed. 765p. O (Coordinated accounting ser.) '34 N. Y., Prentice-Hall 5.00

Footner, Hulbert**Fi**

Dangerous cargo. 345p. D (Harper sealed mystery) c. N. Y., Harper 2.00

Despite the efforts and precautions of Madame Storey, Horace Laghet, who piled up millions during the market crash of 1929, was murdered in a very gruesome manner.

Fowler, Keith**Fi**

All the skeletons in all the closets. 312p. D [c. '34] N. Y., Macaulay 2.50

A tough group of swindlers shake down New York's wealthy and socially elite through their fear of the "Social Arbiter," a murderous scandal sheet.

Gaddis, Peggy**Fi**

Shameless. 282p. D '34 N. Y., Godwin 2.00

Gallagher, Michael F.

Government rules industry; a study of the NRA. 254p. (bibl. footnotes) D c. N. Y., Oxford 2.00
A survey for the general reader of the organization and work of the NRA from the legal point of view.

Census Bureau

Birth, stillbirth, and infant mortality statistics for the birth registration area of the United States, 1930. 404p. il. Q '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .60

Financial statistics of cities having a population of over 100,000; 1932. 18p. '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Denmead, Talbott

Summary of game fish laws for 1933-34 with special reference to black bass. 43p. (Bur. of Fisheries, Fishery circular 16) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Drury, F. E. and Doyle, Graham

Quantities in architectural building construction; v. 1. 257p. il. D '34 N. Y., Macmillan 2.25

Else, Walter Martyn and Garrow, James Main

The detection of crime; an introduction to some methods of scientific aid in criminal investigation. 195p. (bibl.) il. D '34 Chic., A. O. Knoll, 469 E. Ohio St. 2.50

[Farnsworth, Helen C.]

Decline and recovery of wheat prices in the 'nineties. 63p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 10, nos. 8 and 9) c. Stanford Univ., Cal., Food Research Inst. pap., 1.00

- Garis, Howard Roger** **Ju**
The outboard boys at Shark River, or, Solving the secret of mystery tower. 251p. front. D (Outboard motor boat ser.) [c. '34] N. Y., Burt .50
- Gilmer, Gertrude C.**
Checklist of southern periodicals to 1861. 128p. (bibl.) map O (Useful reference ser. no. 49) c. Bost., F. W. Faxon 1.75
A checklist of the periodicals published in sixteen southern states between 1764 and 1861.
- Gloag, John** **Ar**
English furniture. 238p. (bibl. footnotes) il. O (Lib. of English art) '34 [N. Y., Macmillan] 2.50
A study of English furniture since 1500, showing how the changes in design have reflected the changes in national taste.
- Green, Anna Katharine [Mrs. Charles Rohlfs]** **Fi**
The Leavenworth case; a lawyer's story; introd. by S. S. Van Dine [new ed.]. 417p. D [c. '34] N. Y., Putnam 2.00
- Greig, Maysie [Madeline Thompson, pseud.]** **Fi**
Romance for sale. 310p. D '34, c. '32-'34 Garden City, N. Y., Doubleday 2.00
A novel of movie people in Hollywood, London and Morocco.
- Guedalla, Philip** **Hi**
The Hundred Days. 176p. (4p. bibl.) D [c. '34] N. Y., Putnam 1.75
The story of the days in which Napoleon made his tragic return to France and his defeat by Wellington.
- Hadden, James Cuthbert** **Mu**
Haydn [rev. ed.]. 252p. (bibl. footnotes) il. S (Master musicians ser.) ['34] N. Y., Dutton 2.00
- Hamilton (Alexander) and Thomas Jefferson;**
representative selections; ed. by Frederick C. Prescott. 503p. (7p. bibl., bibl. footnotes) il. (pors.) S (Amer. writers ser.) [c. '34] N. Y., Amer. B'k 1.50
- Hampson, John, pseud. [John Frederick Norman Hampson Simpson]** **Fi**
Brothers and lovers. 246p. D [c. '34] N. Y., Farrar & Rinehart 2.00
The story of a young Englishman's extreme devotion to his older brother.
- Hanes, De Witt** **Ju**
The big opportunity. 253p. front. D (Adventure and mystery ser. for boys) [c. '34] N. Y., Burt .50
- Hart, Mrs. Frances Newbold Noyes** **Fi**
The crooked lane. 310p. D '34, c. '33, '34 Garden City, N. Y., Doubleday 2.50
A mystery romance laid in Washington, by the author of "The Bellamy Trial."
- Hart, Philip** **Ju**
The mysterious trail. 256p. front. D (Adventure and mystery ser. for boys) [c. '34] N. Y., Burt .50
- Hirsch, Edwin Walter, M.D.**
The power to love; a psychic and physiologic study of regeneration. 392p. (9p. bibl.) il., diagrs. O c. N. Y., Knopf 4.00
A book for laymen on the proper functioning of the sexual instinct and how it may be attained. By an Associate in Urology, College of Medicine, University of Illinois.
- Hughes, Rupert** **Fi**
Love song. 532p. O '34, c. '33, '34 N. Y., Harper 2.50
The musical world is the background for this story of the rise of a middle-western small town girl to operatic fame.
- Imms, Augustus Daniel** **Sc**
A general textbook of entomology; including the anatomy, physiology, development and classification of insects [3rd ed., rev.]. 739p. (bibls.) il., diagrs. O ['34] N. Y., Dutton 10.80
- Infeld, Leopold** **★ Sc**
The world in modern science; matter and quanta; tr. [from the Polish] by Louis Infeld; introd. by Albert Einstein. 287p. front., diagrs. D ['34] N. Y., Putnam 2.00
Information for the layman on the problems of modern physics.
- Jacks, Lawrence Pearsall**
The revolt against mechanism; Hibbert Lectures 1933. 77p. D c. N. Y., Macmillan 1.00
Philosophic essays on the coming revolt against mechanism which tell how man can conquer mechanism and make it his slave instead of his master.
- James, Rian** **Fi**
The white parade. 316p. D [c. '34] N. Y., King 2.00
A novel picturing life in a nurses' training school.
- Jernegan, Marcus Wilson and others** **Hi**
Growth of the American people. 861p. (bibls.) il., maps (pt. col.) D c. N. Y., Longmans 1.96
A textbook in American history for use in high schools.
- Johnson, George M.** **Fi**
Paradise Range. 256p. D [c. '34] N. Y., Clode 2.00
An exciting romance of the cattle country.
- Knight, Doris** **Fi**
Infamous woman. 269p. D '34 N. Y., Godwin 2.00
- Knoblock, K. T.** **Fi**
A winter in Mallorca. 327p. D c. N. Y., Harper 2.00
A humorous story about a group of tourists passing the winter on the island of Mallorca.
- Frappie, Frank Roy, ed.**
The secret of exposure; rev. and enl. 96p. il., diagr. D (Practical photography ser. no. 1) '34, c. '06-'34 Bost., Amer. Photographic Pub. Co. pap., .50
- Frost, William**
Bonding of brickwork. 241p. il. D '34 N. Y., Macmillan 1.75
- Hammett, Dashiell**
Secret agent X-9; b'k 1 [newspaper strip pictures by Alex Raymond]. 80p. D [c. '34] Phil., McKay pap., .25
- Hughes, Edward J., comp.**
Counties of Illinois; their origin and evolution. 67p. maps O ['34] [Springfield, Ill.], Compiler pap., apply
- Jamison, Charles L.**
Trading on the equity by industrial companies. 50p. (bibl. footnotes) O (Mich. business studies, v. 6, no. 3) c. Ann Arbor, Univ. of Mich. pap., 1.00
- Kefauver, Grayson N. and others**
Horizontal organization of secondary education. 281p. (bibl. footnotes) il. (Office of Educ. bull., 1932, no. 17; Nat'l Survey of Secondary Educ. monograph 2) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .20

Lauterpacht, Hersh

The development of international law by the Permanent Court of International Justice. 120p. (bibl. footnotes) O (Pub'ns of Graduate Inst. of International Studies no. 11) '34 N. Y., Longmans 2.60

Five lectures, originally delivered at the Graduate Institute of International Studies at Geneva, which examine, in terms of some typical problems of the judicial function, the principal tendencies which have marked the work of the Court.

Lawrence, Ann

Fi

Mother and daughter. 255p. D '34 N. Y., Godwin 2.00

Leach, William Herman, comp.

Re

Sermon hearts from the Gospels. 328p. (7p. bibl.) D [c. '34] Nashville, Cokesbury 2.00

Condensed outlines of one hundred and fifty published sermons on the Gospels by contemporary preachers of note.

Lewis, Ernest

Fi

Beth, a sheepdog. 309p. front. D [c. '34] N. Y., Dutton 2.00

The story of Beth, a great-hearted English sheepdog.

McCallum, James Dow, ed.

The college omnibus; 1934 ed. 1028p. O '34 N. Y., Harcourt 2.75

McKay, Roy

Re

The pillar of fire. 164p. D ['34] N. Y., Macmillan 1.50

An urgent plea for strong religious faith.

Maugham, William Somerset

Fi

East and West; the collected short stories of W. Somerset Maugham. 977p. O '34, c. '21-'34 Garden City, N. Y., Doubleday 3.00

A selection of thirty of his short stories which the author likes best.

Meyer, Charles Harrison

The Securities Exchange Act of 1934, analyzed and explained. 251p. O [c. '34] N. Y., Francis Emory Fitch, Inc., 138 Pearl St. 2.50

Summaries and detailed analyses of the Securities Exchange Act of 1934 (Fletcher-Rayburn Act) and the Securities Act of 1933, as amended in 1934.

Mills, Nellie

Fi

Just as of old. 260p. D '34 Phil., Dorrance 2.00

Morais, Herbert M.

Deism in eighteenth century America. 203p. (15p. bibl.) O (Studies in hist., economics and public law no. 397) c. N. Y., Columbia Univ. Press 3.50

A study of the rise, progress and decline of the deistic movement.

Lemon, Harvey B. and Schlesinger, H. I.

Fundamentals of acoustics; a guide to the sound film of the same name. il. (Univ. of Chic., physical science talking motion pictures) '34 Chic., Univ. of Chic. Press flex. cl., .35

Sound waves and their sources; a guide to the sound film of the same name. il. (Univ. of Chic., physical science talking motion pictures) '34 Chic., Univ. of Chic. Press. flex. cl., .35

McClain, Herbert Kenneth

Nernst and electrokinetic potential behavior. various p. (bibl., bibl. footnotes) diags. O '34 [Seattle], Univ. of Wash. pap., apply

MacKay, Donald

MacKay system; introduction to an honor count system in contract. 36p. O c '34 N. Y., Stokes pap., .75

Newton, Sir Isaac

★

Sir Isaac Newton's Mathematical principles of natural philosophy and his system of the world; tr. [from the Latin] by Andrew Motte in 1729; rev. tr. by Florian Cajori. 715p. (bibl. notes) front. (por.), diags. O c. Berkeley, Univ. of Cal. Press 10.00

Otto, William Naill and Marye, Mary E.

Journalism for high schools. 423p. (3p. bibl.) il., diags. D c. N. Y., Harcourt 1.48

A practical textbook designed for use in a high school journalism course.

Patrick, Diana, pseud. [Mrs. Desemea Newman Wilson]

Fi

Next year's rose. 287p. D [c. '34] N. Y., Dutton 2.00

Laid in England between the years 1910 and 1930, this is the story of the three beautiful Chester girls and of the part love played in their lives.

Peattie, Louise Redfield [Mrs. Donald Culross Peattie]

Fi

Wife to Caliban. 256p. D [c. '34] N. Y., Minton, Balch 2.00

The story of Crispin, a hunchback whose great soul showed itself through his love for Eva who, though married to him, did not love him. The scene is the French Mediterranean coast.

Pinson, Koppel S.

Pietism as a factor in the rise of German nationalism. 227p. (17p. bibl.) O (Studies in hist., economics and public law no. 398) c. N. Y., Columbia Univ. Press 3.75

A study of the importance of religious influences on the rise of German nationalism.

Pitkin, Walter Boughton

The chance of a lifetime; marching orders for the lost generation. 282p. D [c. '34] N. Y., Simon & Schuster 2.00

Concrete suggestions and a practical politics for young men and women between the ages of eighteen and forty who either lost what they had achieved or who never arrived at all during the past five years.

Pleasants, Henry, jr.

Fi

Thomas Mason, adventurer. 377p. il., maps O [c. '34] Phil., Winston 2.50

A biographical novel about the adventurous career of Thomas Mason, an English mariner who aided Washington in the Revolutionary War. Based on Mason's journal, it is written by his great, great, grandson.

Podolsky, Edward, M.D.

Medicine marches on. 359p. front. O c. N. Y., Harper 3.50

An account of the progress and marvels of modern medicine, written for the layman.

Nevens, W. B. and Kuhlman, A. F.

Selecting dairy cattle. 42p. il., diagr. O (Agri. Exp. Sta. circular 422) ['34] [Urbana], Univ. of Ill. pap., apply

Paine, Priscilla, il.

A map of Northampton [Massachusetts]; historically, tragically and humorously correct. map (col.) '34 Northampton, Mass., Hampshire B'kshop pap., 1.25

Peabody, James E.

Biology and human welfare; work-test book; rev. ed. 160p. il. O '34 N. Y., Macmillan pap., .40

Peham, Dr. Heinrich and Amreich, Dr. Isidor

Operative gynecology; 2 v. tr. from the German by L. Kraefer Ferguson. 800p. il. (pt. col.) Q [c. '34] Phil., Lippincott 25.00

- Priestley, John Boynton** Tr
English journey; being a rambling but truthful account of what one man saw and heard and felt and thought during a journey through England during the autumn of the year 1933. 336p. il. O c. N. Y., Harper 3.00
The author of "The Good Companions" describes his recent journey through the English countryside and creates a picture of present-day England.
- Quinn, Vernon** Ju
Picture story book of Franklin D. Roosevelt. 32p. il. (col.) Q c. N. Y., Stokes 1.50
Pictures illustrating Roosevelt's life, with explanatory text for children from 6 to 11.
- Rado, William** Re
Sins of the fathers. 224p. O [c. '34] N. Y., Empire Pub. Co. 2.50
An indictment of historical Judaism as a solution to the plight of modern Jews.
- Rice, Merton Stacher** Re
The distinction of the indistinguished. 170p. D [c. '34] N. Y., Abingdon 1.50
Ten sermons by the pastor of the Metropolitan Church, Detroit.
- Royde-Smith, Naomi Gwladys [Mrs. Ernest Milton]** Fi
The queen's wigs. 288p. D '34 N. Y., Macmillan 2.00
Rozel Merton, young mistress at a girls' school in England, finds intrigue and romance when she goes to the Kingdom of Irolya to be secretary to her god-mother.
- Sayre, Gordon** Fi
Male and female. 285p. D '34 N. Y., Godwin 2.00
- Scott, Anthony, pseud. [Davis Dresser]** Fi
Test of virtue. 274p. D '34 N. Y., Godwin 2.00
- Scott, Marion M.** Mu
Beethoven. 350p. (10p. bibl.) il. S (Master musicians ser.) ['34] N. Y., Dutton 2.00
- Shakespeare, William** Dr
The tempest; ed. by Mabel A. Bessey; new ed. 108p. (bibl.) il. S (Riverside literature ser.) [c. '34] Bost., Houghton .44
- Simon, Charlie May** Ju
Robin on the mountain; il. by Howard Simon. 178p. D [c. '34] N. Y., Dutton 2.00
A tale of an Ozark Mountain boy and his life in a little mountain town. For children from eight to eleven.
- Smith, Derek Walker** Bi
Lord Reading and his cases: the study of a great career. 412p. front. (por.) O c. N. Y., Macmillan 3.50
The life and career of a famous English lawyer who became Lord Chief Justice in 1913 and Viceroy to India in 1921. Containing studies of many criminal cases in which he participated.
- Thomson, Sir John Arthur and Crowther, J. G., eds.** Sc
Science for a new world. 398p. (bibl. footnotes) il., diagr. O '34 N. Y., Harper 3.75
The scientific outlook on world problems explained by fifteen leading exponents of modern scientific thought.
- Ullback, Sylvia**
"No more alibis!" 139p. il. D c. Chic., Photoplay Pub. Co., 919 N. Michigan Ave. lea. cl., 1.00
Advice on beauty and health problems by Sylvia of Hollywood, well-known beauty adviser to many movie stars.
- Wheeler, Opal and Deucher, Sybil** Ju
Mozart the wonder boy. 91p. il., maps O [c. '34] N. Y., Dutton bds., 2.00
A biography for children telling of the life of Mozart, the famous Austrian musical genius of the 18th century who was a composer at the age of seven.
- Wheelwright, John** Po
Rock and shell; poems 1923-1933. 87p. O ['34, c. '33] Bost., Bruce Humphries 2.50
- Whiting, Sam**
Let's throw a party; a complete guide for the hostess who doesn't want her parties to go dead on her. 61p. il. D [c. '34] Bost., Lincoln & Smith Press, 530 Atlantic Ave. bds., 1.00
Contains directions for games to play, together with menus and recipes of punches and food to serve.
- Whitman, Roger Bradbury**
First aid for the ailing house. 336p. il., diagrs. D c. N. Y., Whittlesey House, McGraw-Hill 2.00
A handbook of practical advice on how to keep a house in good condition with an economy of labor and expense, based on the questions of over 6,000 homeowners who have written in to the author's column in the New York Sun.
- Wilgus, A. Curtis, ed.** Hi
Modern Hispanic America. 640p. O (Studies in Hispanic American affairs, v. 1) '34 Wash, D. C., George Washington Univ. Press 3.00
- Record, Samuel J.**
Identification of the timbers of temperate North America. 196p. il., diagrs. O '34 N. Y., Wiley 3.00
- [Rothert, Frances C.]**
Maternal mortality in fifteen States. 248p. il. (Children's Bur. pub'n 223) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .20
- Scarlett, Le Roi**
Success through color by the theory of vibra-chrom-ology. 100p. D [c. '34] New Haven, Conn., E. C. Fowler, 108 State St. 1.00
- Scribner, B. W.**
Preservation of newspaper records. 10p. (bibl. footnotes) O (Nat'l Bur. of Standards misc. pub'n no. 145) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05
- Shall we eat flesh?** newest vegetarian ideas. 242p. il. T (Rational living lib.) [c. '34] N. Y., Rational Living, Box 4, Sta. M. pap., .50
- Sickler, Joseph S.**
The old houses of Salem County [New Jersey]. no p. il. O c. '34 Salem, N. J., Sunbeam Pub. Co. pap., 1.00
- Snyder, H. Rossiter**
Put your camera on the payroll. 37p. O c. '34 [N. Y.], Rossiter Snyder Pub. Co. pap., .50
- Ten lessons in camera journalism.** 37p. O c. '34 [N. Y.], Rossiter Snyder Pub. Co. pap., .50
- Stewart, C. L.**
Farm real-estate valuations in Illinois; with special reference to township averages; an analysis of 1930 census data and supplementary information for previous and subsequent dates. 73p. maps, diagrs. O (Agri. Exp. Sta. bull. 399) ['34] [Urbana], Univ. of Ill. pap., apply
- Thomas, Mrs. Augusta Dillman**
The Bowmans; a history of Hans Dieterick Bauman and his descendants. 466p. il. Q [c. '34] [Allentown, Pa., Schlechtters, 540 Hamilton St.] lea. cl., 10.00
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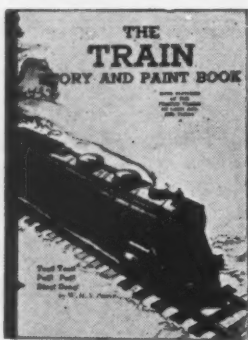
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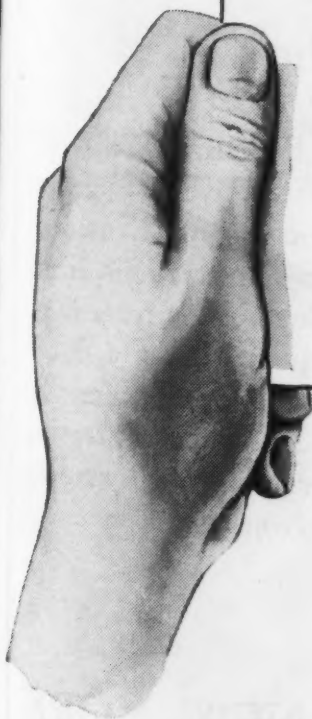
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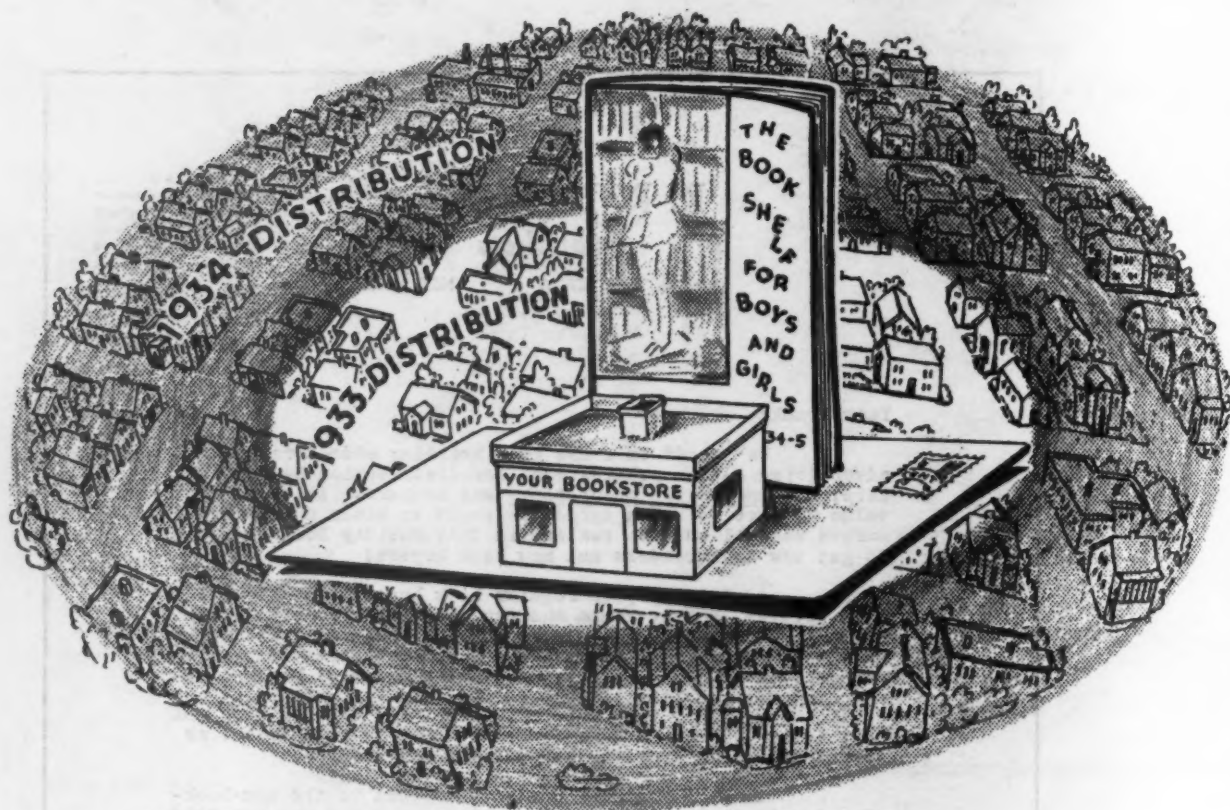
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